

FOOD AND DRUG ADMINISTRATION
CENTER FOR DRUG EVALUATION AND RESEARCH

MEETING OF
THE DENTAL PLAQUE SUBCOMMITTEE OF
THE NONPRESCRIPTION DRUGS ADVISORY COMMITTEE

This transcript has not been edited or corrected, but appears as received from the commercial transcribing service; the Food and Drug Administration makes no representation to its accuracy.

8:37 a.m.

Thursday, October 30, 1997

Ballroom
Holiday Inn
2 Montgomery Village Avenue
Gaithersburg, Maryland

2525

DEC-9 110:57

APPEARANCES

SUBCOMMITTEE MEMBERS:

ROBERT J. GENCO, D.D.S., PH.D., Chair
Associate Dean for External and
Interdisciplinary Programs
State University of New York - Buffalo
School of Dental Medicine
Department of Oral Biology
Foster Hall
Buffalo, New York 14214-3092

ANDREA NEAL, D.M.D., M.P.H., Executive Secretary
Advisors and Consultants Staff
Center for Drug Evaluation and Research
Food and Drug Administration (HFD-120)
5600 Fishers Lane
Rockville, Maryland 20857

WILLIAM H. BOWEN, PH.D., D.SC.
Department of Dental Research
University of Rochester
601 Elmwood Avenue, Box 611
Rochester, New York 14642

LEWIS P. CANCRO
Industry Representative
Consultant Services
Cancro Incorporated
59 Limerick Road
Trumbull, Connecticut 06611

MAX A. LISTGARTEN, D.D.S.
Professor of Periodontics
Microbiological Testing Laboratory
University of Pennsylvania
4001 Spruce Street
Philadelphia, Pennsylvania 19104

EUGENE D. SAVITT, D.M.D.
332 Washington Street
Wellesley Hills, Massachusetts 02181

APPEARANCES (Continued)

SUBCOMMITTEE MEMBERS: (Continued)

STANLEY R. SAXE, D.M.D., M.S.D.
Professor of Geriatric Dentistry
Geriatric Oral Health
D140 College of Dentistry
University of Kentucky
800 Rose Street
Lexington, Kentucky 40536-0084

CHRISTINE D. WU, PH.D.
University of Illinois at Chicago
Periodontics Division
College of Dentistry
801 South Paulina Street
Chicago, Illinois 60559

FOOD AND DRUG ADMINISTRATION STAFF:

FRED HYMAN, D.D.S., M.P.H.

DEBBIE LUMPKINS, B.S.
Division of OTC Drug Products

ROBERT SHERMAN
Division of OTC Drug Products

LINDA KATZ, M.D., M.P.H.
Deputy Director
Division of OTC Drug Products

GUEST SPEAKERS:

W. GREG COLLIER, PH.D.
Procter & Gamble

HULON W. MCCAIN, PH.D.
Colgate-Palmolive

DAVID R. MORRISON, ESQ.
Chesebrough-Ponds USA

APPEARANCES (Continued)

ALSO PRESENT:

MICHAEL BARNETT, D.D.S.
Warner-Lambert Company

NANCY L. BUC, ESQ.
Buc & Beardsley

DR. FREDERICK CURRO
Block Drug Company

MATTHEW J. DOYLE, PH.D.
Procter & Gamble Company

DAVID J. LONG, ESQ.
Warner-Lambert Company

PAUL J. OKARMA, PH.D.
Colgate-Palmolive Company

R. WILLIAM SOLLER, PH.D.
Nonprescription Drug Manufacturers Association

DONALD J. WHITE, PH.D.
Procter & Gamble Company

C O N T E N T S

AGENDA ITEM	PAGE
CONFLICT OF INTEREST STATEMENT by Dr. Andrea Neal	6
PRESENTATIONS ON FINAL FORMULATION TESTING	
Colgate-Palmolive Company (Includes Foreign Marketing Data Presentation) by Dr. Hulon W. McCain	8
Chesebrough-Ponds USA by Mr. David R. Morrison	18
Division of OTC Drug Products by Ms. Debbie Lumpkins	31
SUBCOMMITTEE DISCUSSION	41
ADDITIONAL INGREDIENT ASSIGNMENTS	98

P R O C E E D I N G S

(8:37 a.m.)

DR. GENCO: Good morning. I'd like to call this meeting to order.

First on the agenda is a conflict of interest statement by Dr. Neal.

DR. NEAL: The following announcement addresses conflict of interest issues associated with this meeting and is made a part of the record to preclude even the appearance of a conflict.

During the next several years, the subcommittee will review information on ingredients contained in products bearing antiplaque and antiplaque-related claims to determine whether these products are safe and effective and not misbranded for their labeled use.

Since the issues to be discussed by the subcommittee will not have a unique impact on any particular firm or product, but rather may have widespread implications with respect to an entire class of products, in accordance with 18 U.S. Code 208(b), waivers have been granted to each member and consultant participating in the subcommittee meeting. A copy of these waiver statements may be obtained by submitting a written request to the agency's Freedom of Information Office, Room 12A-30 of the Parklawn Building.

1 In the event that the discussions involve any
2 other products or firms not already on the agenda for which
3 an FDA participant has a financial interest, the
4 participants are aware of the need to exclude themselves
5 from such involvement and their exclusion will be noted for
6 the record.

7 With respect to all other participants, we ask
8 in the interest of fairness that they address any current
9 or previous financial involvement with any firm whose
10 product they may wish to comment upon.

11 Thank you.

12 DR. GENCO: Thank you.

13 It appears that we are -- Bob?

14 MR. SHERMAN: Excuse me, Bob. I just wanted
15 to, for the record, repeat an announcement that I made
16 yesterday morning regarding the review of foreign marketing
17 data, and that is, if there's any objection to the public
18 review of data before the eligibility of those data where
19 the monograph system is determined, sponsors may withdraw
20 those data from the review.

21 They would then be required to repetition the
22 agency and show just cause for reopening the administrative
23 record and reaccepting the data.

24 DR. GENCO: Thank you.

25 It appears that we're coming to the point now,

1 having voted on pretty much all of the agents, with the
2 exception of one or two, that we had been assigned, and
3 having some in Category I that we will be discussing
4 labeling -- we talked about that yesterday -- and final
5 formulation, and that is going to be the topic of this
6 morning.

7 We'd like to have Dr. Scott McClanahan come to
8 the podium to make a presentation on final formula testing
9 from Colgate.

10 No? I thought that Scott works for another
11 company. Okay, good.

12 (Laughter.)

13 DR. MCCAIN: It's okay, Bob. Just a minor
14 oversight.

15 (Laughter.)

16 DR. MCCAIN: Thank you, Bob and members of the
17 committee. Good morning. My name is Hulon McCain and I
18 work for Colgate-Palmolive Company, not Procter.

19 We appreciate this opportunity this morning to
20 offer just a few very brief comments on final formulation
21 testing as you, the subcommittee, deliberate this issue
22 this morning.

23 As Dr. Bowen indicated yesterday, as you
24 touched on this issue before, this will be a huge problem
25 before the committee which you'll have to face for this

1 category. The final monograph will list accepted Category
2 I ingredients and concentrations or ranges of
3 concentrations which have been determined to be safe and
4 effective for the control of gingivitis, and gingivitis is
5 the accepted clinical endpoint for this category.

6 Then the question to consider today is this.
7 Should manufacturers test their final formulated products
8 to assure themselves and the American consumer that the
9 marketed products are effective and safe as claimed?

10 Colgate believes the answer to this for this
11 monograph is yes and that in the preceding review of the
12 submitted data, this conclusion has already been reached by
13 this subcommittee for specific ingredients.

14 For example, for cetylpyridinium chloride, CPC,
15 one of the three Category I ingredients so far in this
16 category, there was considerable discussion by the
17 subcommittee in several presentations regarding clinical
18 effectiveness of formulations used by two different
19 manufacturers.

20 The thread, the theme running throughout this
21 discussion was that there were minor differences in the
22 formulations that were submitted by the two manufacturers
23 and these minor differences produced in one case a
24 clinically efficacious product and in the other an
25 ineffective product.

1 Certainly at least in this instance -- and
2 Colgate believes in most instances -- with this category
3 clinical effectiveness of CPC products is formulation-
4 specific and testing is required to ensure that only
5 effective products are marketed to the consumer.

6 The fundamental issue then for Colgate is not
7 whether final formulation testing should be mandated but it
8 is what kind of testing should be mandated for this
9 category to assure antigingivitis activity of the final
10 products. And antigingivitis activity is the only
11 clinically significant endpoint for this category. This
12 has been reviewed several times by this subcommittee.

13 Furthermore, the only validated, widely
14 accepted technique for reliably demonstrating
15 antigingivitis activity of final formulations is a 6-month
16 clinical trial. This type testing with inclusion of a
17 microbiologic component to assure safety reliably confirms
18 expected actions of the final product when this product is
19 used by an OTC population throughout their lifetime.

20 There are no accepted surrogate endpoints at
21 this time for gingivitis, not plaque, not antibacterial
22 activity, or any of the other numerous pharmacologic
23 activities of the ingredients reviewed to date. However,
24 there are numerous predictive models in use and which are
25 helpful in developing ingredient and formulation candidates

1 for confirmatory clinical testing. These predictive models
2 include, but are certainly not limited to, disk retention
3 assays, plaque glycolysis assays, plaque regrowth assays,
4 and numerous short-term plaque and gingivitis clinical
5 studies. These tests in our opinion should not be used as
6 a substitute for adequate clinical testing that's required
7 to demonstrate safety and efficacy of the marketed products
8 which will be used by the consumer throughout their
9 lifetime.

10 Colgate respectfully submits the following
11 recommendations regarding formulation testing for your
12 consideration today.

13 Number one, gingivitis is the only clinically
14 significant endpoint for activity of Category I
15 ingredients.

16 Number two, there are no surrogate endpoints,
17 validated or widely accepted, that are available for
18 gingivitis, to demonstrate gingivitis.

19 Number three, the only validated, generally
20 accepted method for reliably demonstrating expected
21 consumer benefits from antigingivitis products is the 6-
22 month clinical trial.

23 And lastly, regarding the secondary antiplaque
24 claim, which has been discussed, the subcommittee has
25 determined that all allowed antiplaque claims are

1 therapeutic claims. Therefore, the clinical demonstration
2 of these effects should rightfully be made only in
3 association with the antigingivitis effects; that is, they
4 should be demonstrated in the same clinical trial.

5 I'd like to close today with a summary quote
6 from a 1997 publication evaluating two of the predictive
7 models which have been posed to the subcommittee for final
8 formulation testing, and the quote is this. Although these
9 methods, the predictive methods, can enhance probability of
10 achieving clinical success, it is always necessary to
11 conduct well-controlled clinical trials to fully assess the
12 efficacy of mouthwash products. This is a position that
13 Colgate fully agrees with and urges the subcommittee to
14 consider adopting a similar one.

15 Thank you, Mr. Chairman and committee.

16 DR. GENCO: Thank you, Dr. McCain.

17 Comments, questions from the panel?

18 (No response.)

19 DR. GENCO: It's a very clear stand. Does
20 anybody want to discuss that? Bill?

21 DR. BOWEN: Would you agree that the
22 incompatibility of CPC with the formulation that was
23 submitted could have been foreseen and that any other bio-
24 incompatibilities would be well recognized given the well-
25 known structure and the properties of CPC? I'm using CPC

1 obviously as an example.

2 DR. McCAIN: Right. I do agree that in
3 retrospect, after we've seen the data, we might have been
4 able to predict that, but just as we probably were not able
5 to predict that in advance, I would submit to you that we
6 may also not be able to predict other incompatibilities.
7 These data were reviewed only for two or three
8 formulations. When this product is marketed by other
9 manufacturers, there are a myriad of different ingredients
10 that may be included and incompatibilities which may occur.

11 DR. GENCO: Would you agree that the
12 incompatibilities could be detected by, say, a biochemical
13 method such as HPLC or NMR and that a simple test in the
14 mouth of rinsing with the formulated product and determine
15 the bioavailability of the active ingredient? Would that
16 not suffice?

17 DR. McCAIN: I would submit, Bill, that the
18 only way to determine final effectiveness for the consumer
19 of these products is to do clinical testing for those
20 products. Gingivitis is the clinical endpoint for the
21 category. There are no surrogates. Free versus bound CPC,
22 for example, is not a surrogate. Antibacterial activity is
23 not a surrogate. Antiplaque activities are not surrogates.
24 So, Colgate's position is that clinical testing is
25 necessary to demonstrate antigingivitis effects for these

1 products.

2 DR. GENCO: Go ahead.

3 DR. OKARMA: Thank you, Mr. Chairman. If I
4 might just add a few more comments to what Hulon has
5 already said.

6 The CPC example is merely just one example.
7 We've seen this throughout several of the products that
8 have been reviewed. For example, SLS, sodium lauryl
9 sulfate, was reviewed, a well-known ingredient used in
10 formulated products on the OTC market. The product has a
11 demonstrable plaque effect. The product does not have a
12 gingivitis effect. Therefore, we would caution against the
13 use of plaque in and of itself as a surrogate for the
14 clinically significant endpoint of gingivitis.

15 We as a company are the holder of the first
16 approved abbreviated new drug application for a
17 chlorhexidine rinse. The difficulties of formulating with
18 chlorhexidine are certainly well known. We entered into,
19 believe me, lengthy discussions with the Food and Drug
20 Administration during the approval process for that ANDA,
21 and the issue was one of how do we demonstrate that our
22 product is bioequivalent to the innovator product. The net
23 result of these discussions was that there is no validated
24 surrogate for the clinically significant endpoint of
25 gingivitis, such that the only thing that can be done is a

1 bioequivalence study with a clinical endpoint, namely
2 gingivitis.

3 Thank you.

4 DR. GENCO: Would you please state your name
5 for the record?

6 DR. OKARMA: Yes. I'm sorry. Paul Okarma,
7 Colgate-Palmolive Company.

8 DR. GENCO: Thank you, Paul.

9 Bill, further comments? Any further comments
10 or questions from the panel?

11 DR. DOYLE: Yes. I'm Dr. Matt Doyle. I'm
12 Associate Director and Senior Researcher for Procter &
13 Gamble research and product development worldwide.

14 I appreciate Colgate quoting our work.

15 (Laughter.)

16 DR. DOYLE: We need to place that in the proper
17 context. The paper which they were quoting was a
18 descriptive method on the DRA, particularly as presented
19 before this committee relating to the CPC application.

20 What I do want to point out is that the assay
21 itself was meant to assess and does assess chemical
22 availability of CPC. You'll recall that I counseled this
23 group that a series of testing that was required to
24 establish the suitability of products and active
25 ingredients included biological effectiveness tests which,

1 | when coupled with chemical availability assessments, do
2 | adequately predict clinical performance of CPC-containing
3 | products.

4 | DR. GENCO: Could you expand on what you would
5 | recommend for biologic effectiveness testing?

6 | DR. DOYLE: Well, I think the panel has before
7 | it a document which we have prepared and it's fairly
8 | thoroughly outlined there.

9 | DR. GENCO: Just animal testing, short-term
10 | human clinical trial? What do you mean?

11 | DR. DOYLE: We believe that it has to be an
12 | ingredient-specific assessment made on the types of
13 | testing, that the diverse mechanisms of action that we're
14 | looking at, be they anti-inflammatory, antimicrobial,
15 | astringents, anti-adherence -- you guys went through that
16 | yesterday yourselves quite eloquently. There will be no
17 | single test that covers that broad spectrum. So, you're
18 | really going to need to take, in my opinion, our opinion,
19 | an ingredient-by-ingredient or class-by-class approach to
20 | this. In fact, there are rational and reasonable
21 | approaches to it, and that's our position.

22 | DR. GENCO: Short of full 6-month clinical
23 | trials.

24 | DR. DOYLE: Short of full 6-month clinical
25 | testing.

1 DR. GENCO: So, that's your stand.

2 DR. DOYLE: That's correct.

3 DR. GENCO: Bill?

4 DR. BOWEN: Could I ask you an additional
5 question? Supposing somebody adds fluoride to an approved
6 formulation of CPC, what's your attitude towards testing of
7 that product?

8 DR. MCCAIN: For combination products,
9 generally subcommittees have required data to support those
10 combinations. We also would suggest data to support those,
11 demonstrating whatever is required under the anticaries
12 monograph, number one, and also whatever the subcommittee
13 decides regarding the need for clinical testing for the
14 antiplaque/antigingivitis activities. Colgate believes
15 that that would be clinical trials.

16 DR. BOWEN: So, if I understand you correctly,
17 you would want a full 2-year clinical study of the
18 effectiveness of fluoride in that mixture.

19 DR. MCCAIN: No. The anticaries monograph does
20 not require that to demonstrate anticaries. The anticaries
21 monograph at this point only requires animal caries testing
22 uptake soluble to reduction testing. But certainly for the
23 antiplaque category, to demonstrate antigingivitis effects
24 we would recommend a clinical test to do that.

25 DR. BOWEN: But does the anticaries monograph

1 -- I read it but I don't remember -- deal with a
2 combination of products?

3 DR. McCAIN: There is a combination policy in
4 place. At this point it only deals, to my knowledge, with
5 hypersensitivity products and fluoride.

6 DR. BOWEN: Thank you.

7 DR. GENCO: Comments, further comments,
8 questions from the panel?

9 (No response.)

10 DR. GENCO: If not, thank you very much.

11 DR. McCAIN: Thank you.

12 DR. GENCO: Two other individuals have asked to
13 speak from industry. David Morrison from Chesebrough-
14 Ponds, do you still want to speak, or have the issues that
15 you wanted to discuss been brought up?

16 MR. MORRISON: Thank you. I'm David Morrison
17 from Unilever United States representing Chesebrough-Ponds.
18 I've submitted a document describing our position with
19 respect to final formulation testing. I'd just like to
20 place what this panel is reviewing right now in a little
21 perspective.

22 Under the monograph process, the agency has
23 reviewed 43 categories and subcategories of OTC drugs, and
24 there have only been 7 categories of drug where the FDA has
25 or the panels have recommended or the FDA are requiring any

1 form of final formulation testing. That final formulation
2 testing is only required where the active ingredient is
3 effective by minor variations in final formulation testing.

4 So, for example, the final final testing is not
5 required in any of the following OTC drugs: topical
6 antimicrobial, antibiotic, antifungal, anti-acne, or diaper
7 rash products, laxatives, antidiarrheal products,
8 antiemetics, sleep aids, stimulants, cough/colds, optics,
9 anal/rectals, skin protectant, external analgesic, oral
10 health care antiseptics, astringents, debriding agents,
11 demulsants, tooth desensitizers, and many others. This is
12 really consistent with the original intent of the OTC
13 monograph process.

14 So, we would urge you, when you're evaluating
15 the establishment of final formulation testing, to require
16 this final formulation testing only where the evidence the
17 panel has reviewed demonstrates on an ingredient-by-
18 ingredient basis that this extraordinary testing
19 requirement is required.

20 If you do determine that final formulation
21 testing is required for these antigingivitis products, we
22 think that you need to make it active ingredient-specific
23 because not all the ingredients are completed. We as
24 Unilever are supporting some of the other technologies, the
25 baking soda, peroxide, zinc citrate, and we're still

1 | conducting those studies which will be submitted to you at
2 | an appropriate time. The testing that might be required
3 | for a CPC product might not be appropriate for a zinc
4 | citrate product.

5 | So, we believe it's premature and inappropriate
6 | to conclude that the effectiveness of all antigingivitis
7 | active ingredients will be negatively affected by minor
8 | variations in formulation.

9 | If you determine that it is necessary to take
10 | this unusual step, you might look at other monographs to
11 | see how they've dealt with final formulation testing, and
12 | these testing requirements in these seven other instances
13 | vary. They're specifically tailored to the active
14 | ingredient.

15 | For example, the external analgesics require
16 | only dissolution testing as a final formulation test.
17 | Other tests might be bioavailability tests, much as the
18 | anticaries fluoride uptake test would be. So, really the
19 | establishment of final formulation testing, which is active
20 | ingredient-specific, isn't really groundbreaking. Internal
21 | analgesics can have acquired final formulation testing only
22 | for certain active ingredients in the monograph or certain
23 | combinations, and topical antimicrobials totally exempt
24 | certain active ingredients from any final formulation
25 | testing.

1 The next thing that we think you need to
2 consider is that these final formulation tests should be
3 cost effective, scientifically sound, and we believe that
4 they can be in vivo, in vitro, and ex vivo validated
5 surrogates for the stability and bioavailability of the
6 active ingredient within the final formulation.

7 So, for Category I status, this panel has
8 determined that 6-month clinical trials are the standard
9 that you have to meet in order to demonstrate that the
10 active ingredient is effective, but we don't believe that
11 should be the appropriate final formulation testing. We
12 believe that you've already determined that the active
13 ingredient is effective, and now what you have to determine
14 is that nothing has complexed with that active ingredient
15 which decreases its activity.

16 In fact, the FDA has addressed whether lengthy
17 and costly clinical trials should be used as final
18 formulation tests, and in fact in the preamble to the
19 anticaries monograph -- I'll quote it here. It is not in
20 the best interest of consumers or industry to require
21 additional clinical testing of Category I active
22 ingredients because of formulation changes that can be
23 demonstrated in the laboratory to be inconsequential and
24 not to interfere with the effectiveness of dentifrices.
25 The agency agrees with the comments and the panel that the

1 requirement of lengthy trials is no longer warranted and
2 that appropriate laboratory testing is adequate to assure
3 the effectiveness of fluoride dentifrice containing
4 Category I active ingredients.

5 The suggestion that final formulation testing
6 should take the form of two 6-month gingivitis trials with
7 a full microbial component places a costing of that final
8 formulation testing around \$3 million, and we just don't
9 believe that that type of final formulation testing for
10 minor changes in a formula is appropriate.

11 So, I guess we would urge the panel, as it
12 reviews this establishment of final formulation testing, to
13 first make it active ingredient-specific and, second, to
14 follow this precedent and apply this only where the
15 evidence the panel has reviewed mandates this truly
16 exceptional final formulation testing requirement.

17 Thank you.

18 DR. GENCO: Thank you, Dr. Morrison.

19 Comments, questions from the panel? Bill?

20 DR. BOWEN: How would you define minor changes
21 in formulation?

22 MR. MORRISON: What I would consider a minor
23 change in the formulation might be the addition of another
24 cosmetic ingredient, a breath-freshening ingredient,
25 something that isn't a change in the abrasive system. It's

1 not a change in the active ingredient. It's a minor
2 change.

3 DR. GENCO: Just for the record, the caries
4 requirement is caries reduction and one of the following
5 tests: reduction of enamel solubility or fluoride enamel
6 uptake.

7 Also, as I understand, the caries clinical
8 trials are somewhat on the order of several years, two
9 years. So, just to put that into perspective.

10 What we're talking about, one alternative, is a
11 6-month clinical trial versus a 2-year trial for caries, so
12 that the cost would obviously be quite different.

13 MR. MORRISON: Correct.

14 DR. GENCO: Thank you.

15 Comments, questions? Lew?

16 MR. CANCRO: Just a comment, Bob, that the
17 terminology, a 6-month trial, only refers to the period in
18 which the active is with the group, and that's the period
19 it's tested for. But a clinical trial of 6 months will
20 take a run-in period, organization, so that in time it's
21 never 6 months.

22 DR. GENCO: I just wanted to make the
23 difference. The same thing would happen with a caries
24 trial. So, it never takes 2 years. It takes more than 2
25 years. I'm not taking a stand here. I just want to make

1 that clear. One of the justifications for doing something
2 other than the clinical trial for caries was the cost of
3 the caries trial. I'm saying that might possibly be more
4 expensive, considerably more, than the gingivitis trial.

5 MR. CANCRO: Yes. I'm only commenting on the
6 use of the term "6 months." We all quote that and there's
7 a thought that 6 months later you have the answer. Well,
8 if you work with business units, you never give them an
9 answer in 6 months. It's more like a year.

10 DR. GENCO: Thank you.

11 MR. MORRISON: Dr. Genco?

12 DR. GENCO: Yes.

13 MR. MORRISON: If your question was the
14 difference between the full caries trial, which would be a
15 several-year trial and several-million-dollar test, and if
16 the complement of testing that's required under the
17 anticaries monograph, the order of magnitude is
18 significantly less. It costs I believe on the order of
19 \$100,000 to do the complete testing for anticaries that's
20 required now, and a 3 to 4-year anticaries clinical trial
21 would be in the millions.

22 DR. GENCO: Thank you.

23 Dr. Curro?

24 DR. CURRO: Yes. I just have a general comment
25 on the demands that we place on these compounds from a

1 | pharmacological viewpoint. I'm not aware of any area in
2 | pharmacology where we have these demands. We usually have
3 | an active drug. It's a targeted endpoint.

4 | But when you think about a dentifrice or a
5 | mouthwash and you think about the multiplicity of actives
6 | that are in there and when you think about that it's
7 | applied by a vehicle in an environment where it's being
8 | constantly diluted and then expectorated and no one knows
9 | what the lag time is, it defies essentially the
10 | pharmacokinetics of how we view drug action.

11 | The complexity of trying to establish all of
12 | these endpoints in one clinical study becomes almost
13 | impossible. If you design a clinical study with more than
14 | three or four cells, it becomes exceedingly burdensome.
15 | Never mind what the cost is. It's just a matter of the
16 | operational style of it.

17 | But the actual activities of all these agents
18 | that we place, abrasives and fluorides and whitening agents
19 | and antigingivitis agents and fluoride, et cetera, nowhere
20 | in pharmacology do you have that kind of myriad of active
21 | ingredients in one compound.

22 | So, when you deliberate about establishing all
23 | of these endpoints, somewhere science has to step in and
24 | alleviate some of the burden, otherwise these products will
25 | not be developed or just fall out. So, I just add that as

1 a comment.

2 DR. GENCO: Are you advising that we look
3 carefully at surrogates and not simply rely on the so-
4 called 6-month clinical trial?

5 DR. CURRO: Yes.

6 DR. GENCO: Look carefully at scientific
7 validity of possible surrogates.

8 DR. CURRO: Exactly.

9 DR. GENCO: Comments, questions?

10 (No response.)

11 DR. GENCO: Okay, thank you, Dr. Morrison.

12 Greg Collier, do you want to make a
13 presentation? Dr. Collier is with Procter & Gamble. I'll
14 get it straight. I got my name straight, my children. I'm
15 working on my grandchildren. I apologize.

16 (Laughter.)

17 DR. COLLIER: My name is Greg Collier. I'm
18 Section Head, Regulatory Affairs with Procter & Gamble
19 Company.

20 I guess you guys are going to get all sides of
21 this. I went to my first hockey game last evening. So, I
22 guess in hockey terminology, you're getting a hat trick on
23 formulation testing.

24 (Laughter.)

25 DR. COLLIER: I'd like to briefly summarize the

1 position that we've submitted in writing to the panel and
2 build on some of the points that Dr. Doyle made. We've
3 addressed this in depth in our previous ingredient
4 submissions, especially for CPC where this was a major
5 topic of discussion. So, Procter & Gamble's position on
6 this has not changed at all. I think we're being very
7 consistent.

8 I'd like to make four key points to begin with.

9 First, we certainly agree that all ingredients
10 must be established as safe and effective by rigorous
11 clinical testing. I don't think there's any argument about
12 that.

13 Performance tests should not be regarded as
14 surrogates for this rigorous testing, nor should they be
15 regarded as surrogates for evaluating differences in active
16 ingredients. This is the role of clinical testing.

17 However, once the safety and effectiveness,
18 though, has been established by clinical testing and
19 reviewed by the panel and the ingredient deemed safe and
20 effective, we certainly believe that combination in
21 vitro/in vivo performance testing standards can be
22 developed and validated to adequately ensure the ingredient
23 availability and effectiveness in final product
24 formulations.

25 Further, we do not think at this point that

1 full clinical testing is required to validate most
2 formulation changes in final finished products.

3 And as consistent with several other
4 monographs, we think that the establishment of performance
5 testing is a critical aspect to this plaque and gingivitis
6 monograph because it will ensure that future formula
7 variations will not deleteriously influence the established
8 effectiveness of the active ingredient.

9 There may not be a single-performance test and
10 there probably won't be a single-performance test or test
11 regimen to adequately address the variety of agents that
12 you're looking at in this field. There are varying
13 mechanisms of action, but we believe the performance
14 testing should be addressed for each ingredient on an
15 ingredient-specific basis and that testing should be
16 conducted against the positive control, USP reference
17 standard containing the same ingredient as the test
18 product.

19 We recommend that ingredient sponsors should be
20 responsible for proposing the relevant performance test for
21 their ingredients, providing adequate validation
22 information for these proposed tests, and defining
23 appropriate USP reference standards for their test
24 materials.

25 Our experience would suggest that performance

1 testing regimens for antimicrobial-based, antiplaque and
2 antigingivitis formulations at a minimum should include,
3 first, confirmation of the available antimicrobial in the
4 formulation and, second, demonstration of chemical and/or
5 biological effectiveness correlated with clinical efficacy.

6 This can be accomplished by a combination of
7 one in vitro and at least one in vivo test or two in vivo
8 tests, should the sponsors determine that appropriate. But
9 these tests should demonstrate ability to differentiate
10 activity between clinically proven active product
11 formulations and placebo and, secondly, ability to
12 demonstrate sensitivity to deactivation of the formulation.

13 We believe that we satisfied this criteria for
14 stannous fluoride and CPC and have presented data to the
15 panel and have presented the methods that we've used to the
16 panel. These methods have been published in peer-reviewed
17 journals also.

18 For stannous fluoride dentifrices, we recommend
19 as adequate a combination of soluble stannous, soluble
20 fluoride, and PGRM testing. That's the plaque, glycolysis
21 and regrowth methodology.

22 The in vitro assessment of soluble stannous in
23 combination with the in vivo treatment/ex vivo measurement
24 of PGRM activity provide excellent correlation with
25 clinical activity of stannous fluoride dentifrice

1 formulations.

2 For CPC mouthrinses, we recommend as adequate a
3 combination of again PGRM, soluble, quaternary ammonium
4 salt levels, and disk retention assay, or DRA, which again
5 the combination provides excellent correlation with our
6 clinical results.

7 As I stated, both the PGRM and DRA
8 methodologies have been published.

9 In summary, our position is once the safety and
10 effectiveness of an ingredient has been established via the
11 monograph review process, we believe that a combination of
12 in vitro and in vivo performance tests can be defined and
13 adequately validated to ensure availability and
14 effectiveness of an active ingredient in a finished
15 product. We believe that performance testing standards are
16 in keeping with the spirit of the monograph process and
17 that full gingivitis testing is not required to validate
18 most final formulation changes.

19 Finally, we have developed performance testing
20 standards for both stannous fluoride and CPC. We've
21 validated these tests against clinical results, and we
22 currently utilize these performance tests to internally
23 qualify our stannous fluoride and CPC formulations.

24 Thank you for your attention, and I'd be happy
25 to address any questions.

1 DR. GENCO: Thank you, Dr. Collier.

2 Any comments, questions from the panel? Bill?

3 DR. BOWEN: Would you therefore be in favor of
4 when a new agent is being submitted for Category I
5 approval, that the submitter be required to submit
6 performance testing standards at the same time?

7 DR. COLLIER: Yes, that would be our
8 recommendation, maybe not at the same time, but during the
9 process. We're saying that the sponsor should identify
10 those tests. They understand their formulations better
11 than anyone. They understand what makes them work, what
12 deactivates them, and they're in the best position to
13 recommend the testing.

14 DR. GENCO: Okay, if there are no further
15 questions, we thank you very much.

16 Now I'd like to ask Debbie Lumpkins to make a
17 presentation on this topic. She's from the Division of
18 Over-the-Counter Drug Products of the FDA.

19 MS. LUMPKINS: Thank you, Mr. Chairman, and
20 good morning.

21 I've been asked to give you some background
22 information on final formulation testing in the OTC drug
23 review. I will be briefly discussing USP final formulation
24 testing, final formulation testing under the OTC drug
25 review, the recommendations of the Advisory Review Panel on

1 OTC Oral Cavity Drug Products, or the Oral Cavity Panel,
2 and anticaries final formulation testing requirements.

3 Once an active ingredient is included in the
4 OTC final monograph for a particular use, no further proof
5 the ingredient's effectiveness for that use is required to
6 be submitted to the agency.

7 However, the agency now requires that OTC drug
8 active ingredients have the United States Pharmacopeia, or
9 USP, standard as a condition for inclusion in an OTC final
10 monograph. These USP standards define the quality and
11 purity of the active ingredients, as well as any testing
12 needed to determine compliance with the standard.

13 There are also USP monographs for dosage forms
14 of some of the active ingredients and combinations in the
15 review that also require final formulation testing. In
16 general, USP standards for final formulation testing for
17 OTC drug products subject to the review are limited to
18 systemic products.

19 In some cases, compliance with the USP final
20 formulation testing requirements for particular dosage
21 forms have been included in an OTC monograph. One example
22 of this is the agency's proposed requirement that aspirin
23 tablets comply with USP dissolution standards for this
24 dosage form.

25 Over the course of the OTC drug review, the

1 agency has received recommendations for a number of panels
2 concerning the need for effectiveness testing of final
3 formulated products. The final formulation testing has
4 been proposed or required for the following drug product
5 categories.

6 I'll not give you the details of all the final
7 formulation testing requirements in the review. Instead, I
8 will try to give you an overview of final formulation
9 testing.

10 In general, final formulation testing has been
11 required for OTC drug product categories where a
12 formulation has been shown to have a substantial impact on
13 the effectiveness of the active ingredient. Final
14 formulation testing is intended as an alternative to
15 clinical trials to address such effectiveness issues.

16 As this slide shows, final formulation testing
17 in the review has taken a variety of forms. It can range
18 from simple in vitro tests to the combination of in vitro
19 and in vivo and can even involve human studies.

20 DR. LISTGARTEN: Before you leave this what's
21 the difference between health care antiseptics and oral
22 health care antimicrobials?

23 MS. LUMPKINS: The oral health care ingredients
24 are products intended to reduce the risk of infection of
25 minor wounds in the oral cavity. The health care

1 antiseptics are largely, not all, but largely professional
2 use products intended for use prior to surgery or in
3 between patient examinations, that kind of a thing.

4 DR. GENCO: Excuse me. I'd ask you to use the
5 mike. I know it's difficult to remember.

6 That was Dr. Listgarten. He asked the question
7 what's the difference between oral health care
8 antimicrobials and health care antiseptics.

9 MS. LUMPKINS: The next slide shows the drug
10 product categories that include human testing. Final
11 formulation testing also includes effectiveness standards,
12 and products marketed under the monograph are expected to
13 be able to meet these standards. However, manufacturers
14 are not required to submit the results of testing, but
15 should have the data from such tests on file.

16 Now that I've given you the overview, I would
17 like to get more specific and discuss the recommendations
18 of the Oral Cavity Panel.

19 DR. GENCO: Deborah, could you go back? The
20 human testing. Could you just go back and let's take a
21 look at that one again? Thank you so much.

22 So, these are human studies only or is there
23 some in vivo/in vitro also?

24 MS. LUMPKINS: There's a mixture. The
25 antiperspirant is a gravimetric test. It's a hot room

1 test. You measure the reduction in perspiration.

2 The health care antiseptic is a combination of
3 both in vitro and in vivo testing. It's not quite a full-
4 blown clinical trial. It's handwashing tests, cup
5 scrubbing methodologies, that kind of a thing.

6 The sunscreen is only in humans and basically
7 it's a reduction of the light transmission through the
8 sunscreen.

9 DR. GENCO: Are there any human studies that
10 are as intensive as the original study proving efficacy?

11 MS. LUMPKINS: No.

12 DR. GENCO: Thank you.

13 MS. LUMPKINS: The charge to the Oral Cavity
14 Panel was the review of active ingredients for the
15 treatment of sore mouth and sore throat. The panel did not
16 specifically evaluate the effectiveness of antimicrobial
17 ingredients to inhibit plaque formation. However, during
18 the course of its deliberations, the panel was presented
19 with effectiveness testing of antimicrobial mouthwash
20 formulations. These effectiveness tests included a plaque
21 reduction criterion as a measure of antimicrobial activity.

22 The majority of the panel concluded that given
23 the scope of the panel's charge, plaque reduction would not
24 be an appropriate measure of the antimicrobial activity of
25 the mouthwash formulations. The minority of the panel,

1 | however, was concerned that no advisory committee had
2 | jurisdiction over antiplaque claims and that manufacturers
3 | would have no direction or guidelines to prove the
4 | effectiveness of mouthwash formulations for killing
5 | bacteria in the oral cavity.

6 | The Oral Cavity Panel report included minority
7 | recommendations on testing. These recommendations included
8 | both in vitro and vivo testing. The in vivo testing
9 | consisted of a modified chlorhexidine gluconate coefficient
10 | test against Streptococcus mutans, Actinomyces viscosus,
11 | Candida albicans, and Pseudomonas aeruginosa, if necessary.

12 | The panel minority's recommendation for in vivo
13 | testing was the direct sampling of dental plaque from
14 | designated areas of the tooth and gingival surface.

15 | In its evaluation of the panel's
16 | recommendations, the agency decided not to adopt the
17 | minority recommendations. However, in 1994 the agency
18 | published its proposed rule for OTC antimicrobial oral
19 | health care products. In that proposed rule, the agency
20 | included testing for OTC antimicrobial oral health care
21 | products indicated to reduce the risk of infection in oral
22 | wounds.

23 | The highlights of this proposed testing are
24 | that it is an in vitro test and it has an effectiveness
25 | criteria of a 3 log 10 reduction within 10 minutes at 37

1 degrees Centigrade in the presence of 10 percent serum.

2 This brings me to the subject of the testing
3 required for the OTC anticaries drug products. Anticaries
4 drug products containing fluoride are currently required to
5 demonstrate their effectiveness through both in vivo and in
6 vitro testing as follows. There is a laboratory testing
7 profile to demonstrate an adequate level of fluoride ion,
8 and there are biological animal tests of enamel solubility
9 reduction and fluoride enamel uptake.

10 As you can see, there are a variety of final
11 formulation testing under the review. However, the
12 underlying principle behind all of it is the need to verify
13 the activity of the active ingredient when formulation
14 effects are of concern.

15 That's about all. Does anyone have any
16 questions?

17 DR. GENCO: Lew?

18 MR. CANCRO: I just wanted to make sure that
19 Debbie's presentation is available, the slides and the
20 presentation.

21 DR. GENCO: Any comments, questions from the
22 panel? Max?

23 DR. LISTGARTEN: I think there may be a
24 difference between evaluating effect on bacteria when
25 you're concerned about oral cavity wounds and when you're

1 concerned about dental plaque. In one case, you have a
2 biofilm. In the other case, you may have more of a
3 planktonic suspension of bacteria, and there may be several
4 order of magnitude difference in trying to kill bacteria in
5 one versus the other. So, if you're going to look at
6 plaque, you may have to adopt different standards.

7 MS. LUMPKINS: The in vitro test for the oral
8 health care I put in there more or less to show you the
9 scope of what final formulation testing can take. I wanted
10 to make sure that you were aware of all of the various ways
11 in which these products can be tested from something as
12 simple as a single in vitro test all the way through the
13 human. There's a big spectrum there.

14 DR. GENCO: It has been very helpful and you've
15 done that very nicely, Debbie.

16 Just so we understand the anticaries testing,
17 fluoride like any other drug in an OTC product would have
18 to be demonstrated to be there. So, it's like the aspirin
19 and acetylsalicylic acid, et cetera. So, that's what that
20 first one is. In this toothpaste or what have you, there
21 has to be adequate fluoride ion by chemical testing.

22 MS. LUMPKINS: Right.

23 DR. GENCO: And then there's an alternate,
24 either enamel solubility reduction or fluoride enamel.
25 These are in vivo human --

1 MS. LUMPKINS: Right. They're animal --

2 DR. GENCO: Oh, they're animal testing. Okay.

3 MS. LUMPKINS: In rats.

4 DR. GENCO: So, in rats enamel solubility
5 reduction and fluoride enamel uptake.

6 And then the animal anticaries is a rat
7 experiment too. Is that true?

8 MS. LUMPKINS: Yes. You have to be able to
9 demonstrate, using one of these two biological methods, a
10 reduction in caries.

11 DR. GENCO: Okay, thank you.

12 Further comments from the panel or questions of
13 Debbie? Yes.

14 DR. WHITE: Hi, Bob. Don White, Procter &
15 Gamble. I'm Principal Research Scientist.

16 I think in the caries monograph, I think the
17 animal caries test is the in vivo test. The enamel
18 solubility reduction and fluoride uptake would typically
19 either be -- the ESR is an in vitro test, to be sure. You
20 treat enamel and you measure solubility. The fluoride
21 enamel uptake can be either an in vitro test or a denture
22 chip type study.

23 Bill, is that your --

24 DR. BOWEN: That's correct.

25 DR. GENCO: Okay. So, the enamel solubility is

1 strictly in vitro.

2 MS. LUMPKINS: It can be.

3 DR. GENCO: You take a human enamel disk?

4 DR. WHITE: Well, I don't know.

5 MS. LUMPKINS: They're animal.

6 DR. WHITE: (Inaudible) in vivo (inaudible)
7 are.

8 MS. LUMPKINS: The reg states that they're
9 biological tests. Beyond that, I don't know.

10 DR. GENCO: Thank you.

11 Comments, questions?

12 (No response.)

13 DR. GENCO: I think we have a very thorough
14 analysis of what has been done, and that's a very important
15 perspective. Thank you very much.

16 DR. HYMAN: Bob?

17 DR. GENCO: Yes.

18 DR. HYMAN: We have seen submissions of enamel
19 chips in an intraoral appliance in humans, so that might be
20 an example of a hybrid.

21 DR. GENCO: Okay, thank you.

22 Now, is there any comments or discussion of
23 what we've heard? Eventually we're going to have to make
24 some sort of recommendation to the FDA with respect to
25 final formulation testing.

1 What we might do -- we've heard a lot and
2 there's a lot to think about -- we might discuss some
3 general principles and then possibly between this meeting
4 and next meeting break into a subgroup that could deal with
5 the specifics. That's a suggestion. I'd like to bounce
6 that off of you as a suggestion, but right now I think we
7 have the time to discuss some general principles.

8 Well, to get the discussion going, we've had
9 two extreme positions. One is full clinical trial for
10 antigingivitis, reproducing the trial needed to prove
11 efficacy. What is your feeling about that extreme? The
12 other extreme would be some modification of a surrogate.
13 The least would be maybe some in vitro testing. Then a
14 combination of in vitro and in vivo.

15 Gene, do you want to start the discussion?

16 DR. SAVITT: Well, I'm concerned about the fact
17 that we have products that may very well have mechanisms
18 that vary quite a bit across a spectrum. At least in
19 anticaries, you're dealing with one specific drug
20 delivered, and therefore you can test for that specific
21 drug. Here you're dealing with not only different drugs
22 but drugs which have rather varying types of activity and
23 mechanisms, and we have drugs that have gingivitis effects
24 but not antiplaque effects. We have drugs that have both
25 antiplaque and antigingivitis effects. While we currently

1 have a rather limited number that are in Category I in
2 terms of effectiveness, there is a long list that are in
3 Category III for effectiveness which are obviously being
4 tested out there and may very well be added in the future
5 to the Category I list which will in all possibility
6 dramatically increase the variations in terms of
7 mechanisms. I have a lot of reservations about making some
8 sort of simplistic in vitro test to try to cover such
9 variations.

10 DR. GENCO: All right. So, you make the point
11 that it should be product-specific, whatever the final
12 formulation testing.

13 And then you bring up the point of dealing with
14 Category I and Category III.

15 What should we deal with? Let's say we end up
16 with three Category I antigingivitis agents. Should we
17 deal with those, possibly each having a specific final
18 formulation procedural testing, or should we be more
19 generic? Should we deal with all Category III and Category
20 I? What is our challenge?

21 MS. LUMPKINS: The way that the agency has done
22 it has usually been by drug product category. So, we've
23 addressed antimicrobials -- and you may want to approach it
24 that way, and wherever the product falls, it would have to
25 test that way. By category as opposed to active

1 ingredients.

2 DR. GENCO: Antigingivitis is a general
3 clinical active product group. In there, theoretically,
4 there could be antimicrobial and that's how it becomes
5 antigingivitis or anti-inflammatory. So, deal with those,
6 the antimicrobial/antigingivitis, and the anti-
7 inflammatory/antigingivitis, if it turns out that way,
8 separately. Or alternatively, product by product, stannous
9 fluoride versus CPC versus Listerine.

10 MS. LUMPKINS: Well, I think that if your
11 concern is fluoride, you already have fluoride tests in
12 place.

13 DR. GENCO: Let's first discuss the
14 antigingivitis, and then as a separate discussion, the
15 combination of antigingivitis with anti-fluoride with anti-
16 sensitivity and other combinations, antitartar, so that we
17 can keep it simple.

18 First, the antigingivitis, how to deal with
19 that. Do we deal with each of the drugs in Category I?
20 And it looks like there might be three different ones
21 there. Talk about testing for each of those three.

22 MS. LUMPKINS: Right now you have an
23 antimicrobial and you have fluoride in Category I and a
24 combination. Right?

25 DR. GENCO: It's confusing because as I

1 | understand, in the stannous fluoride antigingivitis effect
2 | is an antimicrobial effect. It happens to be a fluoride,
3 | but it's antimicrobial also.

4 | MS. LUMPKINS: Absolutely.

5 | DR. GENCO: And it is also anticaries.

6 | If we just looked at it as an antigingivitis,
7 | it's an antimicrobial. It's thought to be an
8 | antimicrobial. So, you have two antimicrobials, CPC,
9 | stannous fluoride, and possibly a third, the combination of
10 | Listerine products which are probably antimicrobial.
11 | There's no indication that they're anti-inflammatory I
12 | don't think, and we should know that from the company from
13 | any other data if there is. So, really we have three
14 | antimicrobial/antigingivitis agents. Is that --

15 | MR. CANCRO: Yes.

16 | DR. GENCO: So, we could deal in your
17 | suggestion with the antimicrobial/antigingivitis agents as
18 | a group.

19 | MS. LUMPKINS: As a group, yes.

20 | DR. GENCO: For any
21 | antimicrobial/antigingivitis agent here are the performance
22 | standards. Okay, that's an approach. Does that have
23 | appeal?

24 | That means we're only looking at Category I.
25 | And Category III, if we should look at Category III --

1 MS. LUMPKINS: Well, I think if you can make
2 allowances to upgrade other -- in other words, if you can
3 identify the classes --

4 DR. GENCO: In Category III.

5 MS. LUMPKINS: -- antimicrobial, abrasive,
6 astringent, and decide for which type of activity you need
7 to have some verification.

8 DR. GENCO: So, we look at Category III and
9 there may be another one or two activities there.

10 MS. LUMPKINS: Right.

11 DR. GENCO: And that would be more theoretical
12 though because those have not been shown to be effective.
13 Okay.

14 Lew, does this seem to be a reasonable
15 approach? We're not talking about the combination now.

16 MR. CANCRO: No, no.

17 DR. GENCO: Except for the culmination within
18 the antigingivitis. Okay.

19 MR. CANCRO: Right. I think you've hit on what
20 I feel is necessary and that's the broadest approach
21 because this is a living process. This is a process where
22 through the years supplemental data can come in and hence
23 whatever you decide, whatever way you go, that would have
24 to be in place for those materials to come in. You've set
25 the standard as to what they must achieve, but again should

1 | those III's become I's and now there's formulation changes,
2 | then whatever you set today, or whenever you're going to
3 | set that principle, must be broad enough to include those
4 | also I think.

5 | MS. LUMPKINS: There's also something that I
6 | didn't mention in my presentation that I should have. If
7 | for some reason the tests that have been proposed don't
8 | work for the formulation -- we found that with some of the
9 | health care, some of the manufacturers have been saying, my
10 | product is not soluble in water or this is a problem for
11 | MIC determinations. We do allow manufacturers to develop
12 | their own methods of testing and submit them to us, and if
13 | we approve them, then they can test their products that
14 | way. So, there is some flexibility there.

15 | DR. GENCO: So, we're to look at Category III,
16 | Category I, come up with best, state-of-the-art technology
17 | today based upon the science, but there is some flexibility
18 | for the future where they may be some unforeseen activity or
19 | interference with activity of an addition. Okay.

20 | It sounds like that's something we can't do
21 | around this table, though. I still think it needs some
22 | careful thought and investigation and maybe in between
23 | meetings have a subcommittee look at that. Does that seem
24 | a reasonable approach?

25 | DR. KATZ: That would be reasonable. It's

1 | whatever the panel itself is comfortable with at this point
2 | in time.

3 | DR. GENCO: It would obviously be very open
4 | because that report would come back to this panel word for
5 | word.

6 | Max?

7 | DR. LISTGARTEN: I'm almost clear on single
8 | ingredients. If we have a single antiseptic all by itself,
9 | we can measure its activity in terms of antimicrobial
10 | effect using a variety of performance standards.
11 | Therefore, for single ingredients I don't have a problem
12 | with performance standards.

13 | I seem to have a problem with the complex
14 | formulations that are eventually marketed in which we have
15 | a number of different agents doing different things. As
16 | was pointed out, if one has a brand new product, clinical
17 | trials are essential to demonstrate that the product works.
18 | This may include a dozen different ingredients in a
19 | particular formulation.

20 | Now, if someone else wants to come along and
21 | change one of the ingredients, do they have to go through
22 | the same process all over again? I think that's the
23 | question. Is there flexibility or is there a mechanism
24 | where a manufacturer of a product can say my product is
25 | identical to product X which has been tested in clinical

1 trials, and all I'm doing is I'm changing the flavoring in
2 this particular dentifrice. Do I really have to go through
3 the entire business or is there a way where -- what do I
4 have to do to convince you that adding a different flavor
5 isn't going to make much difference?

6 This might be for one particular flavoring, and
7 you can't put down regulations that will cover all possible
8 variations because it could affect almost anything at
9 different doses and so on. There should be some kind of a
10 mechanism where one should be able to test on a case-by-
11 case basis a situation and say, well, I think to satisfy
12 us, this is what we need. But to set up regulations for
13 every possible change seems to be an impossible task.

14 Can we devise some mechanism of a panel that
15 will look at this and say, yes, I think you need to do
16 this, that, and the other thing?

17 DR. GENCO: So, you're suggesting a case-by-
18 case analysis. Now, isn't this what Debbie said, that
19 there may be eventualities where we wouldn't cover the
20 problem, that the FDA would look at it case by case?

21 I think if we use the anticaries as an example,
22 fluoride, no matter what you add to that fluoride
23 toothpaste, you can add whatever you want, it has to do
24 three things. There has to be fluoride ion. It has to be
25 either picked up by enamel or reduce enamel solubility, and

1 it has to reduce caries in rats. Period.

2 DR. LISTGARTEN: I'm happy with the fluoride
3 story. I'm happy with fluorides and I'm happy in terms of
4 caries.

5 DR. GENCO: You don't think we have a
6 similar --

7 DR. LISTGARTEN: I think we're going to have a
8 much harder time doing that for gingivitis.

9 DR. GENCO: Well, let's say CPC. No matter
10 what you add to CPC, it has to do one, two, three, whatever
11 we come up with.

12 DR. LISTGARTEN: What is it that we want from
13 CPC?

14 DR. GENCO: Well, that's the challenge. The
15 extremes are a full 6-month trial or some surrogate.
16 That's our challenge. Or a set of surrogates or a
17 combination.

18 DR. LISTGARTEN: Well, CPC is one of the -- we
19 don't just have a fluoride ion with gingivitis products.
20 We have CPCs, we have anti-inflammatory, we have
21 antimicrobials that work in a whole variety of different
22 ways. You can't pick on one mechanism and say as long as
23 that ion is available and we can show that enamel doesn't
24 dissolve as rapidly, then we're satisfied. I don't see
25 anything like that --

1 DR. GENCO: What Debbie was saying is if we
2 could look at categories of activity, antimicrobial -- now,
3 there are three things that are antimicrobial, three
4 products, CPC, stannous fluoride in its antimicrobial
5 activity, and the fixed combination of Listerine,
6 antimicrobial. So, now, anything antimicrobial that
7 results in reduction of gingivitis would have to satisfy
8 these performance criteria. This is what the suggestion
9 is.

10 You're challenging whether we can do that even
11 with the three that we've got on the table.

12 DR. LISTGARTEN: And there are others. There
13 are many other antimicrobials that could conceivably come
14 into the picture, and then there are anti-inflammatory
15 agents.

16 DR. GENCO: Well, then that would be another
17 group. We'd look at the Category III. Oh, there's a group
18 of potential anti-inflammatories. Come up with another set
19 of performance criteria conceivably.

20 DR. LISTGARTEN: Even if you look at the three
21 we have, CPC, stannous fluoride -- what's the other one?

22 DR. GENCO: Listerine.

23 DR. LISTGARTEN: Listerine. If you look at
24 these, they all have different mechanisms of action.

25 DR. GENCO: So, an alternate approach would be

1 -- and I think we got that advice this morning -- product-
2 specific. Is that the term? Agent-specific. In other
3 words, for agent X, here's the performance criteria, CPC.
4 For agent Y, stannous fluoride, another set of performance
5 criteria, maybe some overlap. That's another alternative.

6 DR. LISTGARTEN: We could do this but the
7 minute you get into a situation where you have 12
8 ingredients and this is one of 12, and you're going to
9 start to have interactions, I'm not sure how helpful this
10 single ingredient evaluation or performance standard is
11 going to be in judging a very complex mixture of various
12 things.

13 DR. GENCO: You could take the extreme then and
14 say it doesn't matter what you do, we want the 6-month
15 clinical trial.

16 DR. LISTGARTEN: I don't want to take that
17 extreme --

18 DR. GENCO: I know.

19 DR. LISTGARTEN: -- because it's not --

20 DR. GENCO: I understand that.

21 DR. LISTGARTEN: -- it's not in the best
22 interest of the public or of anybody else.

23 DR. GENCO: So, the challenge is going to be to
24 come up with something less than that.

25 DR. LISTGARTEN: But from a practical point of

1 view, the case-by-case review seems to make much more
2 sense. It's going to address specific problems at a much
3 lesser cost than trying to establish performance standards
4 for all the possible permutations and combinations that you
5 can come up with.

6 DR. GENCO: Of a so-called class even, even if
7 we have classes, yes.

8 DR. LISTGARTEN: That's what I'm hung up with.

9 DR. GENCO: Yes. I think it's a good
10 discussion. I think from what I've seen of the FDA
11 performance criteria, their detail -- I mean, specifying
12 media, time, et cetera.

13 MS. LUMPKINS: Some of them are.

14 DR. GENCO: So, there's nothing wrong with
15 having a very detailed set of performance criteria probably
16 in combination with advice from companies who have the
17 actual laboratory experience in doing this. So, I don't
18 see that as being a problem. We could be as detailed as we
19 think is necessary, and the detail may be product by
20 product by product.

21 DR. LISTGARTEN: I think depending on
22 performance standards that different companies could
23 submit, I think we could probably come up with a certain
24 list that would help with guiding companies in developing
25 products, but in the final analysis, I would like to see a

1 product-by-product evaluation.'

2 DR. GENCO: Okay, Gene and then Bill and then
3 Lew.

4 DR. SAVITT: I just wanted to point out that
5 the essence to this problem is the essence that we
6 struggled with for the first couple of years, which is that
7 we don't know what the plaque reduction number is, this
8 magical number. We don't know whether it's 15.8 percent or
9 22.6 percent, and if we knew that number, then they
10 wouldn't have to go to the gingivitis testing. So, that
11 same problem haunts us again.

12 But I would also agree with Max that it would
13 be rather draconian to insist that if somebody wants to put
14 spearmint instead of peppermint into a formulation, that
15 they should have to go back and redo 6-month trials.

16 DR. GENCO: Bill?

17 DR. BOWEN: Yes. I agree with much of what has
18 been said, and I think the problem is becoming I think a
19 little clearer. I think most manufacturers when they're
20 doing long-term clinical studies clearly monitor the
21 changes that occur in the mouth as the test trial goes
22 along. Again, I think we should require sooner or later
23 that a testing profile be submitted at the time of
24 application for approval based, presumably, on the
25 postulated mechanism of action. Clearly, at this stage, we

1 | can't foresee, for example, what's going to come down the
2 | road on totally different mechanisms of action, and
3 | obviously we can't anticipate the future.

4 | One question I have for the periodontists on
5 | the panel is this. Is there a readily or widely accepted
6 | animal model for gingivitis?

7 | DR. GENCO: I know that in many of the
8 | screenings, that the dog gingivitis assay is used, and that
9 | seems to be one that is reasonably reliably predictive of
10 | human activity.

11 | Max?

12 | DR. LISTGARTEN: It's probably cheaper to do it
13 | in humans and more reproducible.

14 | (Laughter.)

15 | DR. GENCO: And easier to get through the
16 | committees.

17 | DR. LISTGARTEN: If you can do it in humans,
18 | don't do it in dogs.

19 | DR. GENCO: In dogs, I think it's like a
20 | 1-month study or 2-month study.

21 | DR. LISTGARTEN: It's the same in humans and
22 | cheaper.

23 | DR. GENCO: Lew?

24 | MR. CANCRO: Whatever test you come up with, be
25 | it the one end, the extreme, the clinical, or the other

1 extreme, there are a couple of essential points that are
2 worth identifying. All of these drugs and all of the
3 future drugs that get into Category I must demonstrate that
4 they don't have a chemical interaction. That's part of the
5 requirement. Even if they then subsequently go to clinical
6 trial. No manufacturer will go to clinical trial with a
7 known interaction.

8 Part of the requirement, probably in every
9 category -- I guess Debbie can address this. I'm not
10 familiar with all of them -- has got to be is the drug
11 available at a concentration which you have declared is
12 effective. That's the starting point. Thereafter, the
13 testing, be it a clinical trial or whatever, but that's the
14 starting point.

15 Another point of reference is that under the
16 current system manufacturers do these tests. They're
17 obliged to do them as the monograph is law, but they're not
18 obliged to submit them to the FDA unless the FDA requests
19 such a submission. So, be it a clinical trial or whatever
20 it's going to be, the burden is on the manufacturer to have
21 that evidence when he makes the change. There is no formal
22 submission to the agency that we've done these tests, can
23 we now market the product? That's not the way the system
24 works.

25 DR. GENCO: I think, if I understand, Bill was

1 suggesting that that be done. It would have saved us all a
2 lot of grief if that data had been available for CPC, but
3 realize, some of those studies were done in the 1970s too
4 and I think the experience of that has made us smarter, of
5 course, in hindsight. But maybe we should make a
6 recommendation based upon that experience with the
7 submission, prior to approval, that that same kind of data
8 be presented, which the companies have anyway. Is this
9 what you're saying?

10 We're not talking about final formulation
11 testing now.

12 MR. CANCRO: Yes. I'm not talking about the
13 testing. I'm talking about an ingredient is Category I.
14 Right? It's generally recognized as safe and effective. A
15 manufacturer who didn't initially market that product wants
16 to market it. Therefore, under the conditions you set,
17 whatever they're going to be, concentration of the agent,
18 whatever testing is necessary, he meets those conditions
19 and markets his drug. There's not a formal clearance to
20 use a generally recognized safe and effective ingredient.
21 There's an obligation -- and you must comply with it -- to
22 do the work.

23 DR. GENCO: Maybe I'm unclear on this. Let's
24 say we heard a CPC-containing product of Procter & Gamble
25 that was tested, has been put into Category I as safe and

1 effective based upon that particular formulation. Now,
2 somebody else comes along -- I don't know if they can do
3 this, but makes another CPC-containing product. Let's say
4 another company. What's the process? Does that company
5 have to come to the FDA with that product's testing and the
6 final formulation testing that we're discussing?

7 MS. LUMPKINS: No. Once an ingredient is in
8 Category I, the whole concept behind the monograph system
9 is people don't have to come in. Manufacturer X provides
10 the agency the data to put an ingredient in Category I.
11 Once it's in a final monograph, any manufacturer out there
12 can take that active ingredient and formulate it into a
13 product without submitting any effectiveness or safety data
14 for that product. They do have to comply with other
15 regulations as far as good manufacturing practices and
16 things like that and registration, but they don't have to
17 submit any kind of data to us unless there's a problem.

18 DR. GENCO: Well, wait a minute. No. Don't
19 they have to submit the data on the final formulation? For
20 example, the anticaries. A new fluoride-containing
21 toothpaste --

22 MS. LUMPKINS: They keep it on file.

23 DR. GENCO: Oh, I see, until challenged.

24 MS. LUMPKINS: That's right.

25 MR. SHERMAN: Yes. I was just going to say

1 | they don't have to submit that data. They just have to
2 | have that data available.

3 | DR. GENCO: So, what are you saying, Lew? They
4 | should submit it?

5 | MR. CANCRO: No, no. I'm saying they're
6 | obliged to do the testing, whatever that testing is.
7 | Whatever conditions you set, they must do that to be in
8 | compliance with the monograph. That establishes that the
9 | ingredient in their product meets monograph conditions, and
10 | when it does, they market the product. But they do have to
11 | have that information in their own file.

12 | DR. GENCO: So, that's what we're talking
13 | about. The final formulation performance standards would
14 | be those things that they have to do but they don't have to
15 | submit.

16 | MR. CANCRO: They have to do. Right. There's
17 | no premarket clearance to putting a --

18 | DR. GENCO: I thought you were suggesting they
19 | submit them.

20 | MR. CANCRO: No, no.

21 | DR. GENCO: Were you suggesting they submit
22 | them, Bill?

23 | DR. BOWEN: Yes.

24 | DR. GENCO: So, that's a change then in the
25 | whole OTC concept.

1 MS. LUMPKINS: Yes.

2 DR. GENCO: A good discussion.

3 Bill?

4 DR. BOWEN: In determining whether a new
5 product is formed when you add two ingredients together,
6 over what period of time? Is that specified?

7 MR. CANCRO: I'm sorry, Bill. I couldn't hear
8 you.

9 DR. BOWEN: If you add, say, stannous fluoride
10 and CPC in the same formulation, over what length of period
11 do you have to study whether a new compound is formed?

12 MR. CANCRO: Well, to do that, it would have to
13 meet the combinations that you set up. In other words, if
14 somebody should decide to do that, you will have
15 established that it is a rational combination, that they
16 contribute something to the process, there's some benefit,
17 there's not an increased risk, and additionally, for each
18 of those ingredients, you will have set up a concentration,
19 some sort of performance that they will have to meet. So,
20 when a product comes out with two ingredients from the same
21 pharmacological class, it has the burden of having already
22 been recognized as being rational by this panel, as being
23 appropriate.

24 Since nobody has submitted that, I don't know
25 where you go from there, but that's a possibility.

1 Your question of an interaction, of course, is
2 addressed by the immediate testing. Are they available in
3 the formula? Do they meet the conditions that you've
4 established they must meet? Then there's a shelf-life.
5 There's usually a shelf-life period. That shelf-life, at
6 least in the case of fluoride, has been based on stability
7 studies at different temperatures in which you can
8 demonstrate that the fluoride level in a dentifrice never
9 falls below what is minimally effective. That is also
10 established by the panel.

11 DR. BOWEN: Is there a shelf-life for any of
12 the products that we've approved for Category I?

13 MR. CANCRO: You have to ask the manufacturers.
14 I'm not aware.

15 DR. BOWEN: Does the FDA have any requirements?

16 MS. LUMPKINS: I think that the stability
17 testing comes under the good manufacturing practice
18 regulations.

19 DR. GENCO: So, we're not to be dealing with
20 the good manufacturing practice regulations. So, we should
21 get that clear.

22 MS. LUMPKINS: Yes.

23 DR. GENCO: The one thing that is within the
24 realm of final formulation testing is presence of a
25 presumably active component, in other words, like the

1 fluoride ion concentration such and such, but not its
2 shelf-life. That's good manufacturing then.

3 MR. CANCRO: Yes. That's the first
4 requirement. Then you go on to whatever testing you think
5 is appropriate for the category.

6 DR. GENCO: Right, but we don't have to go into
7 shelf-life and that sort of thing. That's good
8 manufacturing or purity. We should get that clear.

9 MS. LUMPKINS: If you have concerns for
10 particular ingredients, you are free to include whatever
11 recommendations you think are appropriate, shelf-life, what
12 have you. You can do that and it has been done in the
13 past. It was done in the case of povidone/iodine in the
14 health care antiseptic review.

15 DR. GENCO: If there's what? Something that
16 would be particularly inhibitory to its activity, a --

17 MS. LUMPKINS: If you think it is a major
18 problem that needs to go into the monograph, you can do
19 that.

20 DR. GENCO: Well, I think we've got our tasks
21 set out before us.

22 I'd like to suggest that we take a break and
23 then come back in 15 minutes, finish this discussion, and
24 we're going to check to see if the task group concept is a
25 good one, and then maybe be thinking about if you want to

1 | serve on this task group. Then we'll discuss the foreign
2 | ingredient assignments, and then we probably would be
3 | finished this morning I would guess.

4 | DR. NEAL: I just want to clarify what you want
5 | to do with perhaps setting up some different task forces.
6 | Would you meet concurrently on different topics?

7 | DR. GENCO: We've done this before actually.
8 | We haven't met. What we've done is talk by phone,
9 | exchanged documents, providing definitions, et cetera.
10 | Then one of the task group would come back to this group
11 | and present the full information about what was discussed.
12 | What I'm thinking of -- and we might take these in order.
13 | It seems logical that these performance criteria would be
14 | set, and then also another group working on labeling. I
15 | don't know if we assign two groups now or first the
16 | performance criteria, then maybe after next meeting, the
17 | labeling. So, either way. We can discuss that.

18 | But you might be thinking about which one you'd
19 | want to participate in, or some of you might want to
20 | participate on both.

21 | But I would think that might be an efficient
22 | way to handle these, which are really nitty-gritty
23 | wordsmithing and details of how these performance criteria
24 | are going to be carried out. A lot of that requires
25 | sitting at your desk looking at the literature, getting

1 input from industry. I would guess if Lew is on one or
2 both of these task forces, he could be the conduit for
3 information from industry, one possible conduit.

4 Obviously, industry would have the ability to comment to
5 the proposals made at the subsequent meetings. If that
6 process is reasonable, I'd like you to think about it.

7 Somebody came up to the microphone. Yes, Rick?

8 DR. CURRO: You know, I think there's a
9 precedent and the FDA may want to comment. There was a
10 committee for in vitro release testing, which was chaired
11 by Dr. Joel Zats, and companies that have creams and
12 dermatological agents are in the process of developing this
13 data. It seems that the procedure that you're faced with
14 is very similar to what that program is about. So, you may
15 want to go back and just look at that. They're in the
16 process of generating data now.

17 DR. GENCO: Okay, fine. Thank you.

18 Obviously, this is not a simple issue as it was
19 with fluoride. It's much more complex. We've only
20 discussed the single ingredient or the combination within
21 the class. We haven't discussed now if you add anticaries
22 or if you add anti-hypersensitivity. I would challenge the
23 task group to look at that too.

24 Yes.

25 MR. CANCRO: Bob, you say it's not as simple as

1 fluoride, but fluoride is only simple retrospectively. It
2 was never simple at the time.

3 (Laughter.)

4 DR. GENCO: I'm sure. In retrospect it seems
5 simple because there were some good minds behind it that
6 came up with reasonable performance criteria.

7 Okay. Shall we take 15 minutes and get back
8 here at 20 after 10:00? Thank you.

9 (Recess.)

10 DR. GENCO: I wonder if I might ask you to take
11 your seats please.

12 Before we continue the discussion on final
13 formulation testing, I'd like to again summarize the future
14 activities as we have discussed.

15 It seems that the major issues that we yet have
16 to deal with are final formulation testing, labeling, the
17 consideration of the additional ingredients that have
18 foreign data. That should certainly take us over the next
19 year or so.

20 It seems that a logical order might be final
21 formulation testing. Of course, we can start labeling too.
22 I'd like to go back to that discussion of how we're going
23 to do this. It seems there are a couple of extremes.

24 It's quite clear that industry has a lot of
25 experience in these final formulation testing activities

1 based upon their activities with respect to proof of
2 efficacy and safety. They have done some of these things,
3 so we could learn a lot from them.

4 So, one extreme would be that, for example, we
5 put out a call to industry between now and next meeting or
6 the next meeting after that, a reasonable period of time,
7 for suggestions for performance criteria from industry.
8 Come into the committee maybe, say, a month before the
9 meeting so we have a chance to read them and look at them,
10 debate them at the meeting with industry, and then come up
11 with some recommendation to the FDA either at that meeting
12 or at a subsequent meeting.

13 The other alternative is, as I mentioned, is
14 the task group. Now, this gets complicated because of the
15 open nature of the deliberations. So, I'd like to put
16 those two possibilities and any others that you might want
17 to suggest as to how we might handle this issue of final
18 formulation testing.

19 Lew?

20 MR. CANCRO: I think to get into a very open
21 discussion about technical methods or whatever direction
22 you're going to go in, really becomes almost a scientific
23 symposium on the methods. So, my view would be that if you
24 could look at this category, first of all, from single
25 components -- let's start there -- and decide what you want

1 to confirm that this Category I ingredient is still active
2 in a variety of products. The most expeditious way would
3 be under whatever guidelines Andrea could tell us about to
4 work in concert in looking over submissions by industry on
5 the various ingredients, but to sort of condense it from a
6 technical perspective. It could be an open meeting, and
7 then a presentation of that for discussion among anybody
8 who wants to make a comment on it.

9 DR. GENCO: Is your suggestion that we do that,
10 that we go to the submissions for direction in terms of
11 final product testing?

12 MR. CANCRO: Well, what I'm saying is that you
13 can collect from industry their viewpoints on this, but to
14 have that in a format where all you're discussing is
15 methods and validation of the methods, it becomes a
16 scientific symposium. So, what I'm suggesting is that they
17 come into a smaller committee under whatever ground rules
18 you're permitted to meet, which I'm sure Andrea could
19 explain to us, and that they're looked at in terms of
20 whether they meet your recognition for each of the classes
21 of activity and then bring it to a forum where you can have
22 discussion on how you've structured it, what you think is
23 necessary. That's my suggestion. I hope I'm clear enough
24 on it.

25 DR. GENCO: Andrea, do you want to make some

1 | comments?

2 | DR. NEAL: Let me just explain that this
3 | meeting is being conducted under the rules of the Federal
4 | Advisory Committee Act, more commonly known as the Sunshine
5 | Laws. For us to sort of get around that, you have to meet
6 | with less than three SGEs, special government employees,
7 | which you all are, at a time.

8 | Now, I know that this has been done completely
9 | above board, et cetera with the committee that is looking
10 | at generic drugs. They often break into task groups I'm
11 | told and a couple of members of the committee will meet
12 | with representatives from industry or other outside
13 | sources, perhaps academia, wherever the expertise might
14 | lie, and then report back to the main committee.

15 | Of course, there are some pluses and minuses to
16 | this. The pluses are you divide up the work. You I think
17 | maybe have a little bit more of an atmosphere that's
18 | conducive to that type of discussion. The down side is
19 | that sometimes the ins and outs of the discussion don't all
20 | get reported back to the main committee. So, I think those
21 | are the kinds of things that you need to think about as you
22 | decide what process you want to proceed with.

23 | DR. GENCO: Dr. Soller?

24 | DR. SOLLER: Bill Soller, NDMA.

25 | We had some discussions during the break within

1 the industry group, and Lew, if I could just amplify on
2 what you were saying. Just a couple of observations first
3 and then a suggestion.

4 You've got, what, three Category I ingredients
5 right now. You've got a host of Category III. The
6 companies will want to upgrade III to Category I over time,
7 and that will mean clinical data will be coming in to FDA
8 because, as you mentioned, you have day jobs and there's a
9 certain limitation to the time. I would expect that those
10 clinical data would come in after this committee has
11 disbanded.

12 Another observation. Under GMPs, what is done
13 is that, for the most part, many of the detailed methods
14 that we have in our plants aren't specified in the GMPs,
15 but there are goals that are established for achieving
16 strength, quality, purity, and identity and so on in the
17 manufacturing process. Then it's up to the companies to
18 validate that method, and then if it's inspected by FDA,
19 you would have to show your methods are validated.

20 So, let me now put some of those concepts
21 together.

22 The suggestion that we would have is that you
23 deal just with the Category I ingredients now, that you ask
24 the companies that have those Category I ingredients to
25 submit information that they think would meet whatever you

1 | define as your established objective or goal for the
2 | category. With anticaries, they wanted releasable fluoride
3 | and they had several other tests, some of which were shown
4 | there. But deal with it in a general way for that category
5 | as to what you think, get some thoughts on the table to
6 | help them as to what you think ought to be the performance
7 | objective, and let them come up with recommendations for
8 | tests that you could review.

9 | I guess, Andrea, you had mentioned that two
10 | special government employees, SGEs, can meet without it
11 | being a public meeting, and if it's the kind of subgroup or
12 | task -- let me just go on for a second -- group like that
13 | that works perhaps with Lew, industry being on that, to
14 | sort through that information and come back without a
15 | decision being made, but the decision being made by the
16 | group, that would work. If it seemed better to be a public
17 | meeting to have that be done, that would work as well, but
18 | just give enough time for companies to get this together.
19 | That is for the category group, I group, that you have.

20 | For the Category III group, I would suggest,
21 | once that process has gone through, you're now defining
22 | that you want to have some sort of performance standard
23 | built in for final formulation testing, and you would ask
24 | that those companies that are now going to submit
25 | information to the monograph process, to upgrade from

1 Category III to Category I, that at the time they submit
2 those data for review by FDA, in order to get that Category
3 III ingredient into Category I, they also submit what they
4 think should be the performance criteria to ensure that
5 final formulation testing that the panel wants.

6 That's basically the proposal we have.

7 DR. GENCO: Thank you. So that we understand
8 this, you're suggesting that the panel set those
9 performance issues or properties that we'd like some advice
10 as to what tests might substantiate those.

11 DR. SOLLER: In order to give guidance to the
12 companies, as they think about what they might submit to
13 the panel. And maybe that is what you end up with, maybe
14 it's not, but you'll determine that through the dialogue
15 with the company.

16 DR. GENCO: Thank you.

17 Sure.

18 DR. NEAL: I'd like to just clarify one thing
19 about the task group meetings that we've talked about.
20 It's not that they're not an open meeting. They are an
21 open meeting, but they're not announced in the Federal
22 Register. There is not an official transcript taken of
23 them if it's two or less SGEs. This little task group
24 would actually take their own minutes. I could probably
25 announce them on the information line and make people aware

1 of where they are and when they are, but they don't follow
2 the full FACA guidelines or rules.

3 DR. GENCO: Thank you.

4 Lew?

5 MR. CANCRO: Bob, one additional comment.

6 However, you're going to do this, either an open meeting or
7 a committee assignment, you're looking at broad proposals
8 which go from clinical testing for formulation changes of 6
9 months' duration to simply -- let me call it availability.
10 I think to make the system work, this committee has got to,
11 more or less, define where they want industry to help them.
12 In other words, which of these two extremes are you looking
13 at? I think that's the starting point so that you can get
14 feedback. If it's going to be clinical testing or if it's
15 going to be availability, that's the scope that has to be
16 defined by you.

17 DR. GENCO: So, we have several suggestions on
18 the table and maybe before we make some comments about the
19 process and the scope -- Mrs. Buc, you would like to make a
20 comment?

21 MS. BUC: Please, a brief one. I'm Nancy Buc
22 from the law firm of Buc & Beardsley. I represent Pfizer.

23 I just want to note that final formulation
24 testing, as you've heard from representatives of both FDA
25 and some other speakers today, is very unusual and that

1 | whatever may be the case for the Category I products that
2 | the panel intends to recommend, there are a number of the
3 | Category III products which aspire to Category I-ness,
4 | which may not need final formulation testing at all.

5 | So, I'd like to suggest that the panel at least
6 | -- or ask that the panel at least keep in mind the
7 | possibility that the spectrum here is not from in vitro to
8 | 6-month clinical trials, that the spectrum is no final
9 | formulation testing on products that work, for example, by
10 | surfactancy and which, of course, must comply with other
11 | FDA requirements to make sure that what's supposed to be
12 | there is in there, but that no final formulation testing be
13 | very much among the possibilities that the panel keeps in
14 | mind because I think for many of the Category III
15 | ingredients, again whatever may be the case for Category I,
16 | final formulation testing may be wholly unnecessary.

17 | Thank you.

18 | DR. GENCO: Thank you.

19 | Comments, questions? Yes.

20 | MR. LONG: May I just make one brief comment?
21 | I'm David Long. I'm a lawyer with Warner-Lambert Company.

22 | Warner-Lambert is obviously struggling
23 | internally with many of the same issues that the committee
24 | is struggling with now. We have not formally submitted a
25 | position yet. We would like to do that before the next

1 meeting in arriving -- I guess what we want to ensure and
2 clarify is that no position, including a 6-month clinical
3 trial, would be necessarily precluded from discussion
4 before the next meeting.

5 DR. GENCO: I don't think that anything we've
6 said says other than that. The whole spectrum. Maybe I
7 misspoke in defining the spectrum, but clearly it's all the
8 way from do you have the chemical entity in the product,
9 which I understand all OTC has to show, to full clinical
10 testing.

11 Yes.

12 DR. KATZ: In listening to the discussion, I
13 agree that we need industry involvement to present to us
14 the information about the different types of testing, and
15 how best to approach this in the most expeditious way is
16 often a problem.

17 In the past where we've needed a lot of input
18 and where people have come in with a variety of different
19 expertises and are in different places, we found it usually
20 to be more expeditious to start off with sort of a task
21 force working group as an open discussion of a panel rather
22 than breaking up into the small subcommittee types of
23 setup. It may be best again to ask industry to come forth
24 at the next meeting, if that's when it's decided to be, or
25 the meeting after that to present the information that they

1 have available and set it up again as a working type of a
2 group where industry can present what they have available,
3 that here people will gather, ask the questions that they
4 have of industry representatives, and then sit as a total
5 group to discuss the information, rather than break down
6 into a task force.

7 DR. GENCO: Thank you. I think that it occurs
8 to me that also three of us have reviewed the three
9 products that are in Category I. So, maybe those
10 individuals could be lead people in that discussion. So,
11 the process could be a call to industry for suggestions by
12 X date so that we have a chance to look at them before the
13 next meeting, if that's reasonable, and then the three of
14 us, Bill, myself, and Stan, be the lead discussants of each
15 one of the three products. There seems to be some interest
16 in dealing with them one at a time rather than as a
17 pharmacologic class, and that be a major topic for the next
18 meeting, if industry can prepare by that. Otherwise, we
19 can do it two meetings hence, but the next meeting is
20 really May. I think we've got the date.

21 So, there's a very concrete suggestion. I see
22 a lot of heads shaking. Does anybody want to comment on
23 that? Max, Gene?

24 DR. SAVITT: I would just hope that the data
25 would be available for the entire committee prior to the

1 meeting.

2 DR. GENCO: Yes. That's the intent.

3 Dr. Soller suggested that we also do another
4 thing and that is we come up with now some direction for
5 what should be addressed.

6 So, let me go through the process again that's
7 on the table, that we discuss today some of those issues
8 that should be addressed. In other words, it would seem to
9 me that we could discuss should antiplaque be part of it?
10 Clearly antigingivitis should be part of it or its
11 surrogate. Should antimicrobial be part of it as a
12 surrogate? And these are the issues possibly, just to put
13 them on the table.

14 Then if industry thinks that they can respond,
15 let's say, one month prior to the next meeting with
16 documents, we all get that information, or maybe six weeks,
17 whatever, so that we have time to look at it, then Bill,
18 myself, and Stan act as one-at-a-time lead discussants for,
19 okay, here's what was submitted on stannous fluoride and
20 Bill discusses that with his perspective, begins the
21 discussion, we all discuss it, and then we go to the next
22 one.

23 Then clearly I wouldn't guess that we'd be able
24 to solve this at the next meeting. There would be yet
25 another meeting with further input from industry and

1 anybody else and possibly two meetings hence which would be
2 a year from now possibly that we might have some
3 performance standards.

4 Now, that's not going to be the only thing
5 we'll be doing. There will be other things.

6 How does that sound? It's open, plenty of
7 opportunity for industry and anybody else to participate,
8 lead discussants on the committee already have reviewed the
9 materials. Max?

10 DR. LISTGARTEN: Sounds good.

11 DR. GENCO: Stan?

12 DR. SAXE: Yes.

13 DR. GENCO: Any comments from industry? Bill,
14 this is kind of a version of what you've suggested.

15 DR. SOLLER: Sounds good.

16 DR. GENCO: And limited to Category I. Debbie?
17 It's very complex. There are some Category III items in
18 there that we have no idea of even the mechanisms, so it
19 would be hard to address.

20 DR. KATZ: It's reasonable to begin this way.

21 DR. GENCO: Okay, thank you. Okay, good.

22 All right. Now, let's discuss some of the
23 issues that we think should be -- oh, first of all, for the
24 three Category I items, is there a feeling that there
25 should be final formulation testing or is simply good

1 manufacturing practice and identification that the compound
2 is there adequate? Is there a feeling that we need final
3 formulation testing other than the existence of the
4 compound in an unbound form in the product which is fairly
5 standard?

6 DR. LISTGARTEN: I think we need final
7 performance testing because they don't appear all by
8 themselves. They're there in a complex formulation and we
9 have to be sure that they do what they're meant to do.

10 DR. GENCO: Even though they're mouthrinses and
11 not dentifrices. Dentifrices brings up a whole other level
12 of complexity.

13 DR. LISTGARTEN: Are we only dealing with
14 mouthrinses at this point?

15 DR. GENCO: That's a good question. There is a
16 Listerine Cool Mint toothpaste. Have we put only Listerine
17 mouthrinse in Category I or have we dealt with the
18 toothpaste? Just the mouthrinse.

19 DR. SAXE: Well, I have a question. Does a
20 toothpaste really contain those four essential oils?

21 DR. GENCO: Let's put it in a hypothetical
22 situation. Can those Category I items be put into
23 formulations other than mouthrinses and still be covered by
24 the monograph, or can they be put into dentifrices?

25 MS. LUMPKINS: Once an ingredient is put into

1 Category I, the monograph doesn't limit in general. There
2 have been certain specific instances where formulations
3 have been limited to certain circumstances, but in general,
4 once an ingredient goes in, it can be formulated as many
5 different ways as the manufacturer can think up.

6 DR. LISTGARTEN: Listerine, for example, has a
7 toothpaste as well as a mouthrinse. Now, most of us think
8 of Listerine as a mouthrinse, but there is a Listerine
9 toothpaste.

10 DR. SAXE: Mr. Chairman?

11 DR. GENCO: Yes.

12 DR. SAXE: I'd like the people from Warner-
13 Lambert to respond, but I looked at a tube of that
14 Listerine toothpaste and I couldn't find those four
15 essential oils in the ingredients.

16 DR. GENCO: Is this an issue? The question is,
17 is this an issue now? Are there products on the market,
18 dentifrices and mouthrinses, with those Category I items or
19 are they all mouthrinses?

20 MR. LONG: Dr. Genco, David Long from Warner-
21 Lambert.

22 We have only submitted data on the mouthrinse.
23 We are not submitting data on the current toothpaste
24 product. It's not labeled for gingivitis. Yes, the
25 Listerine ingredients are in the product, but they're not

1 active ingredients.

2 DR. GENCO: Dr. Bowen says that he reviewed
3 stannous fluoride as both mouthrinse and toothpaste. Is
4 that the company's understanding of what was approved or
5 recommended for Category I? Was stannous fluoride in
6 either formulation, mouthrinse or toothpaste?

7 DR. DOYLE: We would not limit that at this
8 point.

9 DR. GENCO: So, we're already into a situation
10 where we're dealing with toothpaste and mouthrinse
11 formulations, so performance criteria should include, it
12 would seem, ingredients that could be in either. There's a
13 whole different set of ingredients in toothpastes that
14 could inactivate as compared to mouthrinses. So, now it
15 has reached a very high level of complexity. Am I correct
16 in that?

17 MR. CANCRO: As you change dosage forms, it's
18 quite likely that your concentrations of materials have got
19 to change. So, in the scope of this review, that has got
20 to be part of what you're deciding. At the present time,
21 the Warner-Lambert people submitted information on a rinse
22 with certain concentrations in a fixed ratio of
23 ingredients. If the scope goes to another dosage form, I'm
24 sure they would submit data to that extent.

25 DR. GENCO: Bill Soller suggested that we give

1 some guidance to industry. The guidance would be that
2 since it's Category I, it can be put in any formulation
3 legally, that at least those reasonable formulations be
4 dealt with. In other words, performance criteria for
5 toothpaste, performance criteria for mouthrinses. That's
6 our intent then, okay.

7 Yes.

8 DR. WHITE: Donald White, P&G.

9 One consideration is that manufacturers will
10 have to come up with a USP standard for the product form
11 that they're in fact trying to test. If, of course,
12 there's no clinical data available for a different product
13 form, then they have to decide how they're going to define
14 a USP standard.

15 In converting from a toothpaste to a mouthrinse
16 or vice versa, someone mentioned that the concentrations
17 may differ. That's correct because toothpastes are usually
18 concentrated more because the toothpaste gets diluted
19 during use. So, that's a factor that you'll have to
20 consider because you're contemplating the concentrations
21 that are going to be in the monograph. Of course, as you
22 change forms, if those concentrations change, you need to
23 deliberate what that will mean. Again, you have to take
24 that back to a USP reference standard which can be used in
25 testing.

1 DR. GENCO: Is that reasonably clear to the
2 panel, and do we agree with that?

3 Does somebody want to articulate what the USP
4 standard really means? It's a concentration in a
5 formulation that was clinically shown to be effective? So,
6 it's not only chemical but clinical activity.

7 Bill?

8 DR. BOWEN: Presumably if someone had the idea
9 of incorporating an active agent into a dental floss, an
10 appropriate USP standard would have to be developed also.
11 Thank you.

12 DR. GENCO: Well, first of all, the panel feels
13 that some performance criteria are needed beyond simple
14 chemical identification of the active ingredient.

15 Secondly, the USP standard should be identified
16 based upon the clinical studies.

17 Max, you brought up the point of antigingivitis
18 versus antiplaque. You'd like to see both, or is
19 antigingivitis sufficient?

20 DR. LISTGARTEN: I think we need to see both.

21 DR. GENCO: Let's discuss that.

22 DR. LISTGARTEN: Let me clarify, if I may. The
23 original intent of developing active products was to
24 control dental plaque in order to reduce gingivitis.
25 Therefore, we need to really see both of these intents

1 fulfilled, namely, that the product will reduce dental
2 plaque and control gingivitis.

3 My concern is that one could theoretically put
4 in formulated cortisone toothpaste or some such thing which
5 has no antimicrobial effect but simply acts on interfering
6 with the inflammatory response that would not be the intent
7 of what we want to accomplish here.

8 DR. GENCO: Presumably there's none of those in
9 the Category I now. That's another discussion. In
10 Category I, as I understand, we've been told that they're
11 all antimicrobial.

12 So, is it necessary, in a final formulation
13 testing, if it isn't the full clinical test, to have plaque
14 reduction also, or is gingivitis reduction sufficient?

15 DR. LISTGARTEN: I think we have to demonstrate
16 both.

17 DR. GENCO: Gene, do you want to comment?

18 DR. SAVITT: Yes, I would tend to agree with
19 Max, but I'm hesitant to make decisions about what's needed
20 until I get an idea of what kind of testing seems to be
21 rational and be able to mull over the various tests.

22 DR. GENCO: I point out that in some of the
23 studies, you will see a gingivitis effect and not a
24 statistically significant plaque reduction. We have been
25 very firm and clear in saying we require the gingivitis

1 reduction. The plaque reduction is a secondary
2 characteristic or outcome that would support the activity,
3 but isn't necessary to prove the activity. I think that
4 has been our position.

5 So, now in a performance criteria, you're
6 requiring maybe something even more stringent than we
7 required for the original clinical data by requiring both
8 plaque and gingivitis, it would seem to me.

9 DR. LISTGARTEN: Can you give me an example of
10 what you had in mind?

11 DR. GENCO: Yes. I think that some of the
12 Colgate data with triclosan. Some of the studies showed
13 gingivitis inhibition and not statistically significant
14 plaque inhibition. Fred, is that clear? I mean, that
15 could theoretically happen and I think it has happened even
16 with the stannous fluoride.

17 DR. OKARMA: Excuse me. If I could just
18 interject for one second. The triclosan submission is a
19 new drug application.

20 DR. GENCO: Right.

21 DR. OKARMA: It is not the purview of this
22 review.

23 DR. GENCO: I know that, but I'm using that as
24 an example. I'm trying to make a point.

25 DR. OKARMA: There was plaque reduction.

1 DR. SAVITT: It was stannous fluoride.

2 DR. GENCO: In our instance it was stannous
3 fluoride.

4 DR. OKARMA: Yes. Plaque reduction was seen
5 with the triclosan-containing product, and that is an
6 approved label claim for Colgate toothpaste.

7 Thank you, Mr. Chairman.

8 DR. GENCO: Thank you.

9 Stan?

10 DR. SAXE: I was going to say I think this is
11 an important point which we had worked over before, in that
12 the endpoint is the gingivitis reduction. It may be we
13 don't know the mechanism of why plaque -- the gross method
14 we have now of assessing plaque is merely to look at the
15 bulk of the plaque that's present on a tooth, and it may be
16 that one agent will decrease the virulence of the plaque in
17 a sense and make the plaque -- so the plaque in body, the
18 mass may grow and be present, but it's not having an effect
19 to cause the gingival inflammation.

20 So, again, our endpoint is gingival reduction,
21 but if a product has been shown, as part of its mechanism
22 perhaps, that there is plaque reduction as assessed by the
23 methods now in use, then for that particular product it can
24 be incorporated as part of the performance testing. So, it
25 really is on a case-by-case basis for these Category I

1 products.

2 DR. GENCO: So, Gene, your suggestion was to
3 wait to see what comes in.

4 DR. SAVITT: Yes. In mulling it over, since
5 mechanisms are not a requirement for approval, we could
6 have product that shifts the microbial flora to certain
7 species that are less inflammatory to the tissues, but yet
8 doesn't reduce the gross amount of plaque or the thickness
9 or whatever type of test you might do. So, my feeling
10 would be the emphasis should be on the gingivitis issue,
11 although I can understand why the addition of plaque
12 information could be of some use.

13 DR. GENCO: Bill?

14 DR. BOWEN: As far as I recall, all three
15 submissions contained performance data. I thought that we
16 are looking for methods that will circumvent the need for
17 gingivitis in a plaque study, and these would include the
18 performance data, for example, what is the bioavailability
19 of the active ingredient in the mouth. Does the final
20 formulation give the same performance data as the original
21 test product over a shorter period of time? If we are
22 going to require full clinical testing, as I think I'm
23 hearing on the final formulation, well, there's no point in
24 discussing it further.

25 DR. GENCO: No. I think the point is, is there

1 a surrogate for the 6-month clinical trial? Could there be
2 a 2-week or a 1-month human or animal gingivitis and
3 plaque? I just want to get the feeling so that this gives
4 some direction to the companies as to what our view is of
5 that.

6 Is there a feeling that that would be
7 important? Some in vivo surrogate, not maybe the full
8 clinical trial, although that's a possible outcome,
9 something short of a full clinical trial, anywhere from a
10 4-day plaque inhibition to a 2-week experimental gingivitis
11 to a 1- or 2-month dog experiment. There are smaller
12 experiments that you could look at gingivitis, plaque or
13 either alone, for example, 4-day plaque. This is really
14 what I'm getting at.

15 What's our feeling, or do you want to wait to
16 see what comes in for each product?

17 Or no in vivo? This is what you're suggesting.
18 Maybe only in vitro is adequate.

19 DR. BOWEN: No. I like in vivo.

20 DR. LISTGARTEN: I think we may not need a 6-
21 month trial, but we're going to need some in vivo evidence
22 of antigingivitis effect. This could be either, as an
23 example, a situation where the mouth is entirely cleaned,
24 free of plaque, and we do a plaque growth inhibition study,
25 or one could do an experimental gingivitis study, or one

1 | could do a plaque reduction study where you have a lot of
2 | plaque to begin with and then you start your testing.
3 | These could be 2-3-week experiments rather than 6 months.

4 | DR. GENCO: Bill?

5 | DR. BOWEN: Sorry, Max. I misunderstood you.
6 | I see where you're coming from now. Thanks.

7 | DR. GENCO: Any other comments? Christine?

8 | DR. WU: I also tend to agree with Max, and I'd
9 | like to make a comment regarding what Max said earlier
10 | about minor formulation changes, especially in a
11 | mouthrinse, for example. What do we consider as minor?
12 | Sometimes just by changing the flavoring agent, one is
13 | using one essential oil versus another, and that could
14 | change the activity greatly.

15 | Let's take Listerine for example. The
16 | combination mix has been approved. What if a company goes
17 | out and makes a mouthrinse that uses water as a vehicle
18 | instead of alcohol? That's not going to work, and do we
19 | need a performance test for that?

20 | DR. GENCO: So, you're suggesting that any
21 | change in formulation from the formulation that was used
22 | for the clinical trials that we looked at, that there be
23 | performance criteria, any change, even though it's very
24 | minor.

25 | DR. WU: I can't say exactly now but that's

1 | what comes into my mind. For example, chlorhexidine.
2 | There are mouthrinses that are geared for children to use
3 | and there's chocolate flavors. There's all kinds of
4 | flavors and because of these changes in flavoring agents,
5 | there are some in vitro tests that have been done, and it's
6 | different.

7 | DR. GENCO: So, what are you suggesting?

8 | DR. WU: I'm suggesting that I can't make any
9 | decision right now, but I suggest that I'd like to think
10 | more about it and I'll think about what really -- I need to
11 | know what really constitutes minor changes.

12 | DR. GENCO: So, we need some direction from
13 | industry as to what changes they have already found are
14 | inconsequential in terms of not affecting activity.

15 | DR. WU: Yes, that would be nice.

16 | DR. GENCO: For example, if you reduce the
17 | alcohol content from 26 percent to 19 or 22 percent, that
18 | may not be of consequence, but if you reduce it down to 10
19 | percent, that may be of consequence. So, we need some
20 | direction from industry as to which changes are minor
21 | inconsequential and which changes might affect activity.

22 | DR. WU: Right.

23 | DR. GENCO: Okay, thank you.

24 | Bill?

25 | DR. SOLLER: Just a thought as you go through

1 this and thinking back as to what is happening with other
2 categories. We had a discussion on vaginal spermicides
3 late last year on this exact kind of issue, and we're in
4 the process of setting up reference standards in that
5 category. Of course, it has been done on fluoride.

6 I think what you're after is you're getting
7 after this term "substantial equivalence." You're never
8 going to have an identical product, but you're talking
9 about having a substantial equivalence. I think it goes
10 too far to start specifying inactive ingredients. I think
11 what you're asking for is that whatever that particular
12 test is, here are the active ingredients that can be used.
13 It needs to be shown to be substantially equivalent to the
14 reference standard, and if you come up with a water-based
15 mouthwash or if you came up with an alcohol-based or who
16 knows what based, but you show that you were the
17 substantial equivalent in that performance, then that
18 company would be achieving I think what you're after.

19 DR. GENCO: So, what you're saying is that
20 every formulation has to be -- if we come up with the
21 recommendation for final formula testing, it has to be
22 subjected to the final formula testing no matter how small
23 the change.

24 DR. SOLLER: No, no. I'm not necessarily
25 saying that. I would like to reference Nancy Buc's comment

1 and say that I think you should be open to a manufacturer
2 being able to demonstrate that it could be any one of
3 whatever that spectrum is. So, at this point be open to
4 that.

5 DR. GENCO: Right, including none.

6 DR. SOLLER: I was just trying to comment
7 recognize you're dealing with actives when it comes to
8 substantial equivalence and not the inactives. I don't
9 think you have to do that because you're defining what you
10 want that goal to be. You ought to take those actives and
11 then formulate it in way that meets that goal against the
12 standard that's being defined.

13 DR. GENCO: Is that clear?

14 (No response.)

15 DR. GENCO: Any other guidance for industry in
16 terms of issues to be addressed in these performance
17 standards or lack thereof?

18 I remind the panel again that we should be
19 consistent in our view of plaque versus gingivitis.
20 Already we've heard a recommendation for a performance
21 standard which looks at plaque regrowth. Are we going to
22 be comfortable with that if we've made such a point that
23 gingivitis reduction was the key to approval? I just want
24 you to think about it.

25 Max?

1 DR. LISTGARTEN: The suggestions I made before
2 were nothing but suggestions. I didn't mean to imply that
3 any one of these would be necessary or one could pick from
4 a menu of things possibly and use one in vivo and one in
5 vitro. I don't have anything in mind at the moment that I
6 would want to suggest as the standard to follow. I would
7 like to see what comes in from industry before I decide on
8 what's suitable.

9 DR. GENCO: Is there anybody from industry that
10 would like more direction? We're really striving to give
11 direction here with incomplete information as to what's
12 going to come in. But we just want to be helpful. I just
13 don't want to leave here without being as helpful as we can
14 because I know it's going to be a lot of effort for you to
15 get these things together.

16 Yes?

17 DR. WHITE: Bob, I can't speak for the
18 essential oil ingredients, but you already have our
19 information submitted for the testing on CPC and stannous
20 fluoride toothpaste, the CPC mouthrinse.

21 In addition, don't forget the USP standard for
22 these products has been clinically proven for gingivitis.
23 So, I'm a little uncomfortable. I don't see where we're
24 going. We're vacillating in between needing to run an EG
25 study -- if, for example, you decided that a short-term EG

1 study would be what you wanted, then A, you'd have to find
2 a place where you can run an EG, which isn't necessarily
3 trivial. B, you'd have to validate that that test can
4 necessarily show that the USP standard is different than a
5 placebo and so on and so forth.

6 So, you have to be careful where you're going.
7 You could end up being years and years of work for an
8 ingredient that's already been proven clinically effective
9 and which can be easily studied by using a combination of,
10 let's say, one in vitro test, a plaque regrowth test, and
11 an animal test or something like that.

12 So, yes, we do need direction. You've already
13 seen the set of tests that we've suggested for the
14 ingredients which we have submitted. And moreover, you've
15 seen our suggestion as to what the testing program could
16 look like, and I'd ask you to look that over carefully.

17 DR. GENCO: Okay, fine.

18 DR. WHITE: And then maybe ask us from those
19 submissions what it is that you'd like to see more of
20 specifically.

21 DR. GENCO: I think one thing that's clear is
22 that we're going to need some evidence that it's a true
23 surrogate that is predictive, if you do X test.

24 Realize, all the things that we're discussing
25 now are examples. We're not making any suggestions or

1 giving any feeling for what we might recommend. They're
2 examples. So, rather than using vague examples, we use
3 specific examples, but it doesn't mean that that's what
4 we're thinking about. It's just an example.

5 So, I think one criteria is going to be that
6 there is some evidence. And I can't imagine this committee
7 not asking this question. You come up with your test X.
8 It's a surrogate. What is the evidence that that is
9 predictive of antigingivitis effect in the population over
10 6 months. That's really the kinds of things that we're
11 probably going to ask questions about.

12 DR. LISTGARTEN: Or to put it another way, what
13 you submitted is actually very useful information, but what
14 I'd like to know is if I go into the business of producing
15 a comparable product tomorrow and I don't want to repeat
16 all the clinical trials you did, what do I need to submit
17 in order to market my product if I want to produce
18 something similar to yours but perhaps with a little change
19 in formulation?

20 DR. WHITE: And additionally, in terms of
21 validation of tests, we also had some suggestions about
22 what it is you have to show. Now, if you go to the
23 fluoride, it might be useful also to contemplate how the
24 tests became arrived at. Or it's not good English, but you
25 know what I mean. How they arrived at the tests for the

1 fluoride monograph for caries. For example, as we stated
2 in our submission to you, it's reasonable that fluorine in
3 a toothpaste should prevent cavities in an animal model.
4 And it's reasonable that if you take the fluoride
5 ingredient out of the toothpaste, the toothpaste should
6 lose its activity. In fact, those models are validated in
7 that way.

8 Is the amount of caries reduction in the animal
9 exactly the same numerically, let's say, as the amount of
10 caries reduction in humans at every time period that it's
11 used? I'm not so sure anybody has ever proven that.

12 Similarly, it's reasonable that fluoride should
13 be taken up in carious enamel in order for it to have an
14 effect on the caries process. If you take the fluoride
15 ingredient out of a toothpaste, or if you bind the fluoride
16 up, do you see fluoride incorporated in the enamel? Yes or
17 no? There's your correlation to the clinical endpoint.

18 So, my confusion is where you're going. If
19 you're asking for the precise mechanism of action for all
20 these ingredients, I'm not so sure I could ever get
21 researchers to agree. If you're asking for the sort of
22 validation criteria we're talking about, can you identify
23 when the USP formulation is deactivated, can you see that
24 it's deactivated, what is the dosage effects in the model,
25 so on and so forth, those types of things can be done.

1 DR. GENCO: We're asking a very practical
2 question. If you change the formulation, is it still
3 active? And we saw examples of where it was inactivated
4 inadvertently, so we're quite concerned about that. It's
5 not mechanism.

6 Lew?

7 MR. CANCRO: Bob, reducing this to maybe some
8 simple principles might get you to where you want to go. I
9 think the first is that the drug must be there at an
10 available concentration. That concentration has been
11 determined by the data you've seen. You've seen data which
12 says that this concentration -- it has done this. So,
13 that's the first step: chemical interactions. If the
14 manufacturer can't see chemical interactions, clearly it
15 may be appropriate to stop there or to go on to a
16 subsequent step.

17 But to try and look at this and say that the
18 end test, whatever that's going to be, is predictive of
19 chemical interactions is really the long way around. Start
20 there and then, upon that premise, it is available. It's
21 available at a concentration you've judged to be effective.
22 What else do you need? And you've heard the spectrum that
23 industry has presented. Some people say you should still
24 go on and do clinical trials. Other people say that's
25 enough, put it in your formula and stop there.

1 So, I can't give you guidance, but it always
2 starts with the lack of chemical interaction or you don't
3 go to the next step.

4 DR. GENCO: No. I think we want guidance for
5 industry. This is a discussion for industry to give them a
6 feeling for what we feel at this point, and I think we've
7 done it.

8 Is there anything else you think we should
9 discuss either from the panel or from industry or from the
10 FDA? You have enough guidance. Go to it.

11 Is the time adequate between now and -- the
12 meeting is what? May 8?

13 MR. SHERMAN: The next tentative meeting is May
14 27 and 28th, 1998.

15 DR. GENCO: May 27th, 1998. Is a month before
16 that, April 27th, just so there's no confusion, to Andrea
17 and then it will come to us or to Bob with multiple copies?
18 I mean, let's make this efficient.

19 DR. COLLIER: I guess I'm not completely clear
20 still on what you want. I guess the logistics. Do you
21 want us to submit information? We've listened to the
22 discussions and we know what your concerns are, but
23 specifically are you asking for providing validation data?
24 There are a lot of things we could provide. We've given
25 principles and we've provided -- I guess I don't know

1 specifically what else we could provide for in fact CPC or
2 stannous.

3 DR. GENCO: If you've already done it, then
4 just maybe repackage it. If you think you've done it --
5 and maybe you have, but there are other companies. We
6 don't have anything from other companies with respect to
7 their products.

8 Or I suppose there could be a company who is
9 thinking of making a me-too that would want to suggest what
10 they would have to come up with.

11 DR. WHITE: Don White again from P&G.

12 In order to provide answers to your questions
13 around the methods which we've detailed by May, perhaps if
14 the committee could review in detail what we've submitted
15 plus our planned tests and then come up with a set of
16 specific questions, let's say, by February, then maybe we
17 could address those by May. Specific sections of what
18 we've submitted talked about performance testing. I'm not
19 so sure what extra I could give you. If you want to review
20 that and then ask some specific questions and give us four
21 or five months to respond to those questions, I suppose
22 that's something we could do.

23 DR. GENCO: So, the Procter & Gamble submission
24 with respect to CPC and stannous fluoride. You're
25 satisfied you've given us all the final formulation testing

1 suggestions that you would like to make. So, we'll look at
2 those and we'll get to you then questions based upon those.

3 DR. WHITE: Right, including the submission
4 that you received for this meeting, which is our
5 recommendations for what the program might in general look
6 like. You'll see from our submissions how they fit within
7 the context of that program that we've suggested.

8 DR. GENCO: Okay, fine. Fair enough. We have
9 a volunteer to prepare that.

10 Anything else then that we can be helpful with
11 in terms of the industrial submission to us prior to next
12 meeting?

13 (No response.)

14 DR. GENCO: Okay, fine.

15 Let's now go to the next topic and that is the
16 foreign submission. Bob, do you want to give us some
17 background on that?

18 MR. SHERMAN: Do you have the list in front of
19 you?

20 DR. GENCO: Yes, I have the list here.

21 Could you just review again? I know you
22 mentioned this at first, but just to refresh our memory.

23 As I recall, you would like this committee to
24 evaluate the data submitted on this list of seven or eight
25 compounds which companies have suggested that the FDA

1 approve as over-the-counter, put in the monograph based
2 upon foreign data only.

3 MR. SHERMAN: Correct. It hasn't been
4 determined at this time whether such data will be eligible
5 for the OTC review. There is a proposal out that that be
6 the case. In the past the agency has not included foreign
7 data. There is a proposal where certain other conditions
8 would be eligible for the OTC review, but while the panel
9 is in session, we want to take advantage of the panel's
10 expertise and get their view of whether these particular
11 ingredients could be considered safe and effective. So, we
12 in a sense want your opinion, but you will not actually
13 classify them.

14 DR. GENCO: So, the opinion is whether there is
15 a chance that these could be reviewed given the concerns
16 that the FDA has already expressed, and we have that
17 information relative to who the investigators are, the
18 monitoring, the reporting of adverse effects, all those
19 concerns about the foreign studies versus U.S. studies.

20 MR. SHERMAN: In other words, the review would
21 be essentially the same, as if it were U.S. data, and then
22 the reviews would be in the same form only those particular
23 ingredients would not be classified. We will not formally
24 put them in a classification. We won't make that
25 recommendation, but other than that we will review the data

1 as if it did qualify for the review.

2 DR. GENCO: So, as part of the review, we're
3 asked to look at the foreign-ness of it, that is the fact
4 that it was done in another country and may not --

5 MR. SHERMAN: No, no. That's not your decision
6 to make. You're just looking at the validity of the data
7 itself. It later will be determined whether those
8 ingredients will be eligible for the review.

9 DR. GENCO: The science as science, not whether
10 it fulfilled the FDA requirements for good clinical
11 practice, et cetera, whether it was monitored, those
12 issues. Only scientific issues, not regulatory issues with
13 respect to --

14 MR. SHERMAN: Yes, whether the evidence --

15 DR. GENCO: -- where it was done is at a GCP
16 clinic --

17 MR. SHERMAN: -- support safety and
18 effectiveness.

19 DR. GENCO: Just scientific.

20 MR. SHERMAN: Correct.

21 DR. GENCO: Is that clear? In other words,
22 some of these may not be done in so-called GCP clinics.
23 Some of these may not have been monitored the way the FDA
24 would like them. Some of these may not have had adverse
25 effects reporting, as the FDA would require for a U.S.

1 study, but we should not concern ourselves with that. Only
2 the science. Is that a good study proving safety and
3 efficacy.

4 MR. SHERMAN: Correct.

5 DR. LISTGARTEN: Well, there's good science and
6 bad science done right here in the United States, and
7 there's good science and bad science done abroad. Now,
8 those that are good clinical trials run in foreign
9 countries which I would certainly consider valid clinical
10 trials, but it's on a case-by-case basis. I wouldn't
11 automatically exclude a good clinical trial done in Europe,
12 for example, or in certain European countries, from being a
13 valid trial just because it's done in Europe and not in the
14 U.S. By the same token, there are many things done here
15 which are not too reliable. So, I'm not exactly sure what
16 to tell you. If it's a good clinical trial, the fact that
17 it's done abroad does not necessarily exclude its being
18 considered.

19 MR. SHERMAN: I think the only issue that we're
20 concerned with right now is whether there is evidence to
21 support the safety and effectiveness of these ingredients
22 as OTC products. That's all we're concerned with.

23 DR. GENCO: I bring this other issue up because
24 in the handouts that we were given, these are the concerns
25 of the FDA. In other words, there are requirements. You

1 have to keep the records for 15 years. There are things
2 like that that maybe would not have been part of the study
3 because it's not a U.S. study, but the science could be
4 perfectly good, I agree. So, that's what we're being asked
5 to judge, not how it fits in with the FDA's view of how
6 this should have been done, but is it a good scientific
7 project per se. Okay.

8 Now, we have a list of seven compounds.

9 MR. SHERMAN: Excuse me, Bob. Let me just say
10 one thing that I may have forgotten to mention. In some
11 cases there may be submissions for the same ingredient from
12 more than one sponsor. So, in those cases even if an
13 ingredient is withdrawn from the review, it would still be
14 reviewed, but that review would be based only on the data
15 that remains in the review. So, if a company withdraws an
16 ingredient, it still may be reviewed.

17 MR. CANCRO: Bob?

18 DR. GENCO: Yes, Lew?

19 MR. CANCRO: And public information on the
20 ingredient.

21 MR. SHERMAN: Yes.

22 DR. GENCO: Bob, with respect to these
23 proposals, for example, the first one on my list is soluble
24 pyrophosphate. This proposal comes from a company, so I
25 understand this, and it's a submission of their data with

1 an antigingivitis effect. So, it's appropriate for us to
2 look at this as if it were to be included in the monograph.
3 You just want an opinion on this as an antigingivitis
4 agent.

5 MR. SHERMAN: Yes, correct.

6 DR. GENCO: So, whoever agrees to do that
7 review will get the submission from you and then we'll have
8 at some point that review gone over by the committee with a
9 recommendation for this is good science, not good science,
10 or would you like the recommendation put into if everything
11 else was the same, that this would be a Category I or
12 Category III? I mean, to what extent? Just good science?

13 DR. KATZ: Good science.

14 DR. GENCO: Proof this is safe and effective.
15 Period.

16 DR. KATZ: That's correct. We don't want you
17 to categorize them.

18 DR. GENCO: Okay, good.

19 MR. SHERMAN: We won't categorize it, and I
20 guess we'll give you more detail as to how we want it
21 stated. But in a sense, we won't say I recommend such and
22 such a category and take a vote on it.

23 DR. NEAL: I'm wondering if it might be helpful
24 for the committee members to just give a very brief
25 background on what the OTC proposal is for foreign

1 marketing data. Can you just provide a very brief
2 thumbnail sketch of what the proposal is so that they can
3 put this in some context?

4 MR. SHERMAN: The proposal is basically the
5 definition of what material time and extent is and whether
6 that includes marketing in a foreign country.
7 Traditionally we've not accepted that as falling under that
8 definition. Actually it was published as an advance notice
9 of proposed rulemaking. So, the agency is actually asking
10 for opinions on whether that is a reasonable proposal to
11 make. So, it could be some time before that is actually
12 decided. I know that certain sponsors are not comfortable
13 with publicly discussing data that may not eventually
14 qualify for the review, and that is why we've said that if
15 that's the case, they may withdraw it at this time and they
16 would be able to resubmit it later.

17 In other words, that decision has not been made
18 yet, and some would say you're putting the cart before the
19 horse in reviewing something that we don't even know would
20 qualify. We're saying we don't want to have to call this
21 panel together again. We have you here. We want to take
22 advantage of your expertise to review the science.

23 DR. GENCO: All right. So, if everything went
24 according to -- let's say it turned out that the foreign
25 data was allowed by the FDA for OTC, then our reviews

1 given, let's say, in 1998 may be used in the year 2000 for
2 your advice with respect to categorization.

3 MR. SHERMAN: Right. That could be --

4 DR. GENCO: So, our review should be at that
5 extent in detail.

6 MR. SHERMAN: Yes, exactly.

7 DR. GENCO: Is that clear?

8 Bill Soller? Lew?

9 MR. CANCRO: When will it be appropriate for
10 the public display of the ingredients that are being
11 reviewed? Is that at the next meeting? It hasn't been
12 provided here. We don't know what's being reviewed other
13 than if you submitted it.

14 MR. SHERMAN: We'll tell you that right now
15 because Dr. Genco will make assignments.

16 MR. CANCRO: Okay.

17 MR. SHERMAN: There have been some cases where
18 some ingredients have already been withdrawn, but for now
19 all we're going to do is list the ingredients, make
20 assignments so nothing will be reviewed until the next
21 meeting at the earliest.

22 MR. CANCRO: So, this list will constitute
23 ingredients that have not been withdrawn by the sponsor.

24 MR. SHERMAN: Correct.

25 DR. GENCO: Is it clear now what we're being

1 asked to do? Bill?

2 Let me just go through the ingredients:
3 soluble pyrophosphate, triclosan -- that's the second one.
4 The third one is triclosan/zinc citrate. The fourth is
5 chlorhexidine gluconate. The fifth is non-saponifiable
6 fraction of corn oil. The sixth is hexetidine, h-e-x-e-t-
7 i-d-i-n-e, and the last one is bromochlorophenol. It seems
8 that there are seven.

9 MR. CANCRO: What was the last one?

10 DR. GENCO: Bromochlorophenol, b-r-o-m-o-c-h-
11 --

12 DR. LISTGARTEN: Chlorophene.

13 DR. GENCO: Chlorophene? That's p-h-e-n-e.

14 Are there any volunteers? Bill Bowen will do
15 the hexetidine.

16 DR. WU: I'll do the corn oil.

17 DR. GENCO: And Chris will do the non-
18 saponifiable fraction of corn oil.

19 DR. LISTGARTEN: What are we actually supposed
20 to do with these ingredients?

21 DR. GENCO: Let me see if I understand this.
22 Just like you did before, except don't suggest a category.
23 In other words, you'll go through the review. These
24 studies have been done relative to safety, X, X, X.

25 DR. LISTGARTEN: For the other things we've

1 reviewed, we got piles of material. Are we going to get
2 material to do --

3 MR. SHERMAN: You'll get the same piles.

4 (Laughter.)

5 DR. GENCO: Is it clear?

6 DR. LISTGARTEN: We're going to get something
7 to help review on this.

8 MR. SHERMAN: Yes, you can count on it.

9 DR. GENCO: The reviews then, if I'm clear on
10 this, may be two or three years hence if everything falls
11 in place. We will be disbanded. The FDA will use these to
12 put them into Category I, II, or III. So, they should be
13 worded such that they can take that advice. This has been
14 proven to be safe. It looks like that might be a Category
15 I.

16 MR. SHERMAN: Is it the panel's opinion that
17 there's enough evidence to support --

18 DR. GENCO: Yes. This has been proven to be
19 effective against gingivitis. You're not saying it but it
20 can be used by them to help classify.

21 DR. LISTGARTEN: Okay. I'll do pyrophosphate.

22 MR. SHERMAN: Exactly.

23 DR. GENCO: Excuse me?

24 DR. LISTGARTEN: I'll do pyrophosphate.

25 DR. GENCO: Gene?

1 DR. SAVITT: Well, I would suggest that there
2 are people on the committee who are probably better
3 qualified for chlorhexidine than I am. So, I'll take the
4 last one. I'm a little hesitant to say triclosan because I
5 can imagine the pile I'll get.

6 (Laughter.)

7 DR. SAVITT: But whatever you want to assign,
8 let me know.

9 DR. GENCO: Stan? So, Gene is going to take
10 bromochlorophene. And we have chlorhexidine and then the
11 triclosan.

12 Are the triclosan and triclosan/citrate two
13 separate submissions? Do you think we should have two
14 separate people or can one person --

15 MR. SHERMAN: Are you talking about triclosan
16 versus triclosan/zinc citrate?

17 DR. GENCO: Yes.

18 MR. SHERMAN: One is the single ingredient and
19 one is the combination. It's two separate submissions.

20 DR. GENCO: Two separate safety and efficacy.

21 MR. SHERMAN: Right.

22 DR. GENCO: So, it looks like that should be
23 two separate people.

24 So, Stan, we have left triclosan alone, the
25 combination triclosan/zinc --

1 DR. SAXE: I'll do the triclosan/zinc citrate
2 combo.

3 DR. GENCO: Okay.

4 MR. SHERMAN: I wanted to mention that I spoke
5 to Sheila McGuire recently and she realizes that the person
6 who's not here usually gets the assignment that no one else
7 wants.

8 (Laughter.)

9 DR. GENCO: She understands that, yes.

10 MR. SHERMAN: So, she realizes that.

11 DR. GENCO: Sure. Sheila, you got triclosan.

12 (Laughter.)

13 DR. GENCO: That means I've got chlorhexidine.

14 Is that it? Is that everybody?

15 Is that clear? Let me go over those again.

16 Soluble pyrophosphate, Max Listgarten. Triclosan, Sheila
17 McGuire, or Sheila McGuire, dash, whatever, when she comes
18 back. She's getting married I understand. Triclosan/zinc
19 citrate, Stan. Chlorhexidine I will do. Corn oil, Chris.
20 Hexetidine, Bill Bowen. And bromochlorophene, Gene Savitt.

21 What's the timetable now on this?

22 MR. SHERMAN: Well, we need to go through the
23 submissions and see how much is involved and we'll get to
24 that later. I'm not sure exactly what will be done at the
25 next meeting.

1 DR. GENCO: So, the assignments to present
2 could be made at next May's meeting.

3 MR. SHERMAN: Could be but not necessarily
4 depending on the amount of material involved and the
5 availability of the subcommittee to do those reviews.

6 DR. GENCO: Great.

7 So, it looks like at the next meeting we'll
8 focus on the final formulation testing. We'll have had
9 this information from industry a month before. We'll have
10 looked at it before then. Bill Bowen is going to get to us
11 and then to P&G questions about the P&G submission.

12 DR. BOWEN: Stannous fluoride.

13 DR. GENCO: Stannous fluoride alone? Okay.

14 How about the CPC? I could take a look at
15 that. I reviewed it.

16 So, I will get the CPC. Bill will get the
17 stannous fluoride questions.

18 Then at the committee meeting we will discuss
19 these submissions from companies interested in the fixed
20 combination, the Listerine product, and stannous fluoride
21 and CPC. Those would be the three. Performance standards
22 for each one of those will be discussed separately.

23 MR. CANCRO: Is Stan getting the fixed
24 combination of flavoring oils?

25 DR. GENCO: There's no submission from Warner-

1 Lambert, I don't think, with respect to the performance
2 criteria. Mike, do you want to address that?

3 DR. BARNETT: No. There will be a submission.

4 DR. GENCO: So, by end of April, Warner-Lambert
5 will submit, or whatever. There will be a submission on
6 that, the Listerine fixed combination.

7 We already have the submissions on the other
8 two. We're going to review them.

9 At that point we would ask Stan to be the point
10 person for discussion of the Listerine submission, and then
11 Bill and I will be the point people for the other two.

12 MR. CANCRO: And you're not entertaining at
13 this time going beyond the three that you've classified.
14 Is that correct?

15 DR. GENCO: Yes, unless the panel, committee,
16 wants to do differently, but I think we have our hands full
17 with those three at least for the next meeting or two. I
18 think we should reconsider, maybe everybody take a look at
19 the Category III to see what's in there. Is it doable? Is
20 Bill Soller's suggestion the reasonable one? Maybe, maybe
21 not. Maybe something will fall out. I haven't looked at
22 that list in a while, so maybe something will fall out that
23 will be useful with Category III. And Debbie suggested we
24 do that, so I don't want to leave that out of hand. But
25 the priority, the focus could be on Category I for the next

1 meeting or two. Reasonable?

2 MS. LUMPKINS: Yes.

3 DR. GENCO: Debbie, could I ask you to give us
4 the labeling? We're going to work labeling and final
5 formulation together. We're going to focus on final
6 formulation, but we're not going to forget about labeling.
7 We'll talk about labeling at each meeting, and finally that
8 will be our major focus. Could you give us a review of
9 what the fluoride in children labeling is presently on
10 toothpastes?

11 MS. LUMPKINS: On this one, we get to split the
12 difference. For toothpastes and gels and those kinds of
13 formulations, the lower age limit is 2 years of age. For
14 powdered dosage forms, the lower age limit is 6 years of
15 age, and for the more concentrated fluoride preparations,
16 the lower age limit is 6 years of age. So, there's kind of
17 a mix depending upon what you're talking about.

18 DR. GENCO: Thank you.

19 Any further items you think we should discuss
20 now? We've got the date set for the next meeting. We've
21 got pretty much the agenda, or at least the focus of the
22 agenda for the next meeting. Bob?

23 MR. SHERMAN: I just want to mention that we
24 want to try to finish up on Xylitol that was reviewed by
25 Dr. McGuire and the combination of hydrogen peroxide, zinc

1 chloride, sodium citrate, and sodium lauryl sulfate that
2 was reviewed by Dr. Listgarten. Apparently there will be a
3 presentation on that at the next meeting. We'd like to
4 finish up with the voting on that.

5 Then I can announce the future tentative dates.
6 The next one would be, as I said, May 27th and May 28th,
7 1998. That's a Wednesday and Thursday. Actually they're
8 all Wednesdays and Thursdays. May 27 to 28, 1998; October
9 7th and 8th, 1998; December 2nd and 3rd, 1998. I have my
10 doubts about that one. That's less than two months from
11 the previous one, so I'm not sure about that one. But we
12 should be good for at least the next two.

13 DR. GENCO: Thank you.

14 Any further comments?

15 (No response.)

16 DR. GENCO: Well, I'd like to thank Bob. He
17 has done a tremendous amount of work to get this meeting
18 together with the prepared summary. You went through a lot
19 of information, as did Andrea, and made my task very simple
20 with that summary. I hope that was useful and I thank you
21 both.

22 I'd like also to thank Bill and Stan and Gene
23 for their review of the four products that we voted on, and
24 I'd like to thank all of those in attendance here for being
25 very cooperative. I see a very interactive, cooperative

1 | atmosphere here between you folks and us folks, and I think
2 | we're getting a lot done. I am very pleased and proud to
3 | be working with you all.

4 | Before we go, I'd like to also wish Andrea
5 | happy birthday.

6 | (Applause.)

7 | DR. GENCO: Take care. See you in May.

8 | (Whereupon, at 11:46 a.m., the subcommittee was
9 | adjourned.)

10 |

11 |

12 |

13 |

14 |

15 |

16 |

17 |

18 |

19 |

20 |

21 |

22 |

23 |

24 |

25 |